



## CERTIFICATE

This is to certify the project work entitled  
“ **IMPACT OF GST ON THE FAST MOVING CONSUMER  
GOODS SECTOR IN INDIA**”

Is done by

NAME : **MUDAVATH SRILATHA**

ROLL NO : **110420405141**

As a part of their Curriculum in the Department of Commerce  
**IDEAL DEGREE COLLEGE FOR WOMENS**  
HYDERABAD – 500007

This is work has been carried out under my guidance

*B. Madhusudhan*

PRINCIPAL: **B.MADHUSUDHAN**



*[Signature]*  
EXTERNAL EXAMINER

*[Signature]*  
MENTOR: **Ms. S. BHAGYA LAXMI**

## ANNEXURE -1

# DECLARATION

I here by declare that the project entitled "IMPACT OF GST ON THE FAST MOVING CONSUMER GOODS SECTOR IN INDIA" is an original work done by me and has been submitted to the Department of Commerce Osmania University, Hyderabad in partial fulfilment for the award of the Degree of Bachelor of Commerce (Computer Applications).

This report has not been submitted anywhere else for award of any other degree or diploma or certificate.

Name and address of the student

**MUDAVATH SRILATHA**

*m. Sri Latha*  
**Signature of the student**

**Ideal Degree College for Women**

<b>S.NO</b>	<b>CONTENTS</b>	<b>PAGE NO.</b>
1.	Abstract	7
2.	Chapter 1: Introduction <ul style="list-style-type: none"><li>• Objective of the study</li><li>• Research Methodology</li></ul>	8-11
3.	Chapter 2: Review of Literature	12-13
4.	Chapter 3: Company profile	14-29
5.	Chapter 4: Data Analysis and Interpretation	30-45
6.	Chapter 5: Conclusion	46-47
7.	Chapter 6: Bibliography	48-49
8.	Questionnaire	50

## ABSTRACT :

Goods and services tax (GST) is the biggest tax reform in Indian tax system. It includes excise tax service tax, central sales tax, luxury tax, lottery tax, entertainment tax, octroi, state surcharge, and other surcharge on supply of goods and services. The GST replaced various multiple indirect taxes which were imposed on unlike items of goods and services. The GST helped in increasing central government revenue from past nine months. Since GST has been introduced (1<sup>st</sup> of July, 2017) and solved the problem of “cascading effect” of tax. GST has emerged as “transparent taxation system” in the indirect taxation. Although GST will be more effective in coming future but presently it may not be free from constraints. The research paper Impact of GST on Fast Moving Consumer Goods (FMCG) Sector in India. After implementation of GST, FMCG Sector improved slightly as GST eliminated multiple-tax system.

KEYWORDS : GST, FMCG, Goods and Services, Government Revenue, Tax.

## CONCLUSION:

Implementation of GST throughout India (included Jammu and Kashmir) is the biggest change in India. It is an outstanding step for a comprehensive indirect tax reform in India. Implementation of GST has put mixed impact on FMCG sector. Those FMCG companies whose tax incidence lowered, like Dabur, HUL, ITC have started to pass on the effect in the form of low prices. Changes in GST rates on regular intervals is very fruitful for some firms but not for other firms in the FMCG industry. GST may become game changer in the long run for the FMCG sector and may also have deep impact on Indian economy as well. But the short term impact reveals that GST has failed in bringing down overall cost of commodities, interestingly cost of some products has increased much more than cost of pre GST regime.

Chapter 1  
Bibliography