GOVERNMENT OF INDIA

MINISTRY OF FINANCE

DEPARTMENT OF REVENUE

LOK SABHA

UNSTARRED QUESTION NO. 2560

TO BE ANSWERED ON MONDAY, MARCH 9, 2026/PHALGUNA 18,1947 (SAKA)

"EXPENDITURE ON ADVERTISING GST BACHAT UTSAV"

2560. SHRI JAGDISH CHANDRA BARMA BASUNIA:

Will the Minister of FINANCE be pleased to state:-

(a) the details of total expenditure in Rupees on advertising GST Bachat Utsav;

(b) whether the Government has any data on measurable increase in GST compliance due to GST Bachat Utsav; and

(c) if so, the details thereof?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF FINANCE

(SHRI PANKAJ CHAUDHARY)

(a) It is submitted that the total expenditure done by Government on advertising for GST Bachat Utsav is Rs 88.74 Crore.

(b) & (c) In the 56th GST Council meeting held on 03.09.2025, rationalization of GST rates was done. Subsequent to that, Central Board of Indirect Taxes and Customs (CBIC) is monitoring the prices of important commodities including packaged food items and medicines, pre and post 22nd September, 2025, to see that the benefits are duly passed on to end consumers.

Further, meetings were held with trade associations alongwith representatives of line Ministries to ensure that their members pass on the benefits of the rate cuts to the consumers.

Alongwith this, wide publicity campaigns were undertaken to spread awareness about GST rate rationalization through print media and social media.

Besides, Frequently Asked Questions were also prepared and uploaded on CBIC website to guide consumers to call National Consumer Helpline or register queries/complaints on the Integrated Grievance Redressal Mechanism (INGRAM) portal in case they have queries/complaints regarding not receiving benefits of GST rate changes. Based on inputs received from the field formations under Central Board of Indirect Taxes and Customs, it is observed that these benefits have largely been passed on to the end-consumers post GST rate reduction.

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