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New Year GST cheer for movie buffs, goods vehicles

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Consumers can look forward to cheaper 32-inch TV sets, cinema tickets, digital cameras, power banks of lithium ion batteries, and video game consoles.

Avneet Singh Marwah, Director & CEO, Super Plastronics Pvt Ltd, brand licensee of Thomson TV and Kodak TV in India, said this will help increase the penetration of LED TVs in the country.

"This move will certainly improve consumer sentiment as 32-inch TVs are a mass product. Now, this will enable a 32-inch

LED TV to be priced below the ₹10,000-mark," he added.

Eric Braganza, President, Haier India, said, "While we are still evaluating the impact, we believe this move could translate to about 7-8 per cent reduction in prices."

However, consumer durable makers said they were expecting to see a reduction in the GST rate for air-conditioners too, a category that has

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seen a de-growth this year. Kamal Nandi, Business Head &

Executive Vice-President, Godrej Appliances, and President of CEAMA, said, "Unfortunately, air-conditioners are still in the highest tax slab, at 28 per cent. Lowering

the tax slab would have made air conditioners more affordable and helped further in penetrating the market which, at the moment, is still low at 4 per cent."

Kamal Gianchandani, CEO, PVR Picture, and member of the Multiplex Association of India, said, "This is a business-friendly move and will help in making cinema tickets more affordable and accessible to consumers. This will not only provide a boost to occupancies but will also incentivise exhibitors to make investments especially in tier-2 and -3 markets."

Third party insurance

The general insurance industry has widely welcomed the GST Council's move to cut the rate on third party insurance premium of 'goods carry-

ing vehicles' from 18 to 12 per cent. Sanjay Datta, Chief of Underwriting, Reinsurance and Claim at ICICI Lombard General Insurance, said this move has more of a societal impact and will make such products "more affordable" for those who need to buy third party, but find them difficult to afford.

Sasikumar Adidamu, Chief Technical Officer, Bajaj Allianz General Insurance, said: "We welcome this move as it will benefit the consumers by giving them relief in terms of reduction in GST rates, which will result in reduction in their premium outgo."