

Price & Margin Waterfall

FMCG Brands & Distribution

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds the full price/margin waterfall from discrete inputs — cost, brand margin, distributor and retailer margins, schemes and GST — up to MRP, so you see exactly where every rupee of MRP goes and whether your margin survives. Use it to set or audit pricing. For channel pricing use the Pricing Strategy tool.

Purpose of this tool & output

Build MRP from cost with every margin visible

How the output is used

Use it to build MRP from cost with every margin visible — a price and margin waterfall across factory, distributor, retailer and MRP.

Who should vet it

Your finance lead, to confirm each margin and tax layer in the waterfall.

Important cautions

MRP is inclusive of GST; ensure trade margins are on the right base (PTR/PTD) and the brand margin survives.

Companion documents

- Brand P&L Modeller
- Working Capital Planner
- Brand Break-Even Analysis
- A&P / Trade Spend Budget Planner
- Cash Flow & Funding Plan
- Pricing Strategy & Price-Pack Architecture

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.