

Tattva Wellness Spa Welcomes Reduced GST on Spa Therapies – Making Wellness More Accessible for All

Category: Business

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Tattva Wellness Spa, India's largest and fastest-growing spa chain with **100+ outlets across 45 cities**, today announced the implementation of the revised Goods and Services Tax (GST) on spa therapies. This follows the Government of India's recent notification reducing the tax rate on spa services from **18% to 5%**.



Tattva wellness Spa releases new all Inclusive prices menu with 5% GST

While this may appear as a flat 13% reduction, Tattva highlighted that the latest notification also changes the **rules around Input Tax Credit (ITC)**. Under the earlier 18% regime, businesses could claim ITC on rentals, consumables, and other inputs, which reduced their effective tax burden. With the new 5% GST rate, spas are required to **forgo ITC benefits**. This means that while prices for consumers will certainly be lower, the decrease will not equal a direct 13% cut. Instead, guests will experience a **net price drop that balances affordability with compliance**.

"This is a welcome step for the wellness industry. While the withdrawal of input tax credit means businesses have to recalibrate their margins, the reduced GST rate will encourage more consumers to experience wellness therapies. Over time, this will help grow the spa and salon category, which is still underpenetrated in India compared to global benchmarks. We have always stood by the fact that wellness and massage

therapies are not a luxury but an everyday choice for a better and healthier life,” said **Shipra Sharma, Co-founder, Tattva Wellness Spa.**

All-Inclusive Pricing for Transparency and Ease

To make this transition simpler for consumers, Tattva Wellness Spa will move to an **All-Inclusive (AI) pricing model**, widely followed by international spa brands. Guests will now see **one single, final price** for therapies and facials, without having to calculate taxes separately. This ensures greater transparency and enhances the overall spa experience.

Seamless Transition Across India

The Tattva team has invested significant effort over the past few weeks to implement these changes smoothly across its nationwide network:

- Reworking and standardizing therapy pricing.
- Updating rates across the Tattva website, CRM systems, and hotel partner platforms.
- Refreshing offline menus, collaterals, and in-spa displays.
- Retraining spa managers and healers to guide guests on the updated pricing structure.

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An Industry Perspective

Tattva Wellness Spa is among the first large spa chains to communicate this change openly to consumers. Other leading salon and wellness brands such as **Enrich Salon** and **Jean-Claude Biguine India** have in the past issued statements on tax-led pricing changes, noting that while input credit withdrawal does impact business margins, lower GST rates ultimately help grow the wellness category by attracting more first-time

customers. Tattva believes this is a **long-term positive step for the entire spa and salon industry**, as it makes self-care and wellness services more mainstream.

To know the latest on pricing of spa therapies across locations, users can login to www.tattvaspa.com. With this move, Tattva Wellness Spa reaffirms its position as India's leading spa brand, offering **world-class wellness experiences across hotels, resorts, and high-street locations nationwide**.

