DTI RELEASES PRICE GUIDE FOR NOCHE BUENA ITEMS

Tuesday, 21 November 2023

In the morning of 21 November 2023, DTI finally releases to media the long-awaited List of SRPs for 240 Noche Buena Items now renamed as Price Guide (and not List of SRPs anymore). Media immediately went to work by interviewing Pres. Steven T. Cua about PAGASA's take on this new development. DTI allowed more than 50% of those on the list to reflect increase in prices. Mr. Cua said the government should allow the natural market forces to dictate prices of BNPCs. After all, he says, items priced beyond the reach of targetted market will soon find themselves out-of-the- market. Media online, offline & via SMS or phone patch went busy that day.