

Ballarpur Industries Ltd in Tissue and Hygiene (India)

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Abstracts

Ballarpur Industries Ltd is focusing on expanding its reach even to smaller towns in India by working on its distribution network. The company has plans to build a strong image in both retail and AFH segments by sprucing up its product portfolio. It discontinued brands that were not doing well and initiated efforts to strengthen its other three brands – Etiquette, Premier and Royal.

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