

Dabur India Ltd in Health and Wellness (India)

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Date: June 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: D5E64AC05A6EN

Abstracts

Dabur India aims to strengthen its rural outreach and penetration by offering its products at affordable price points and consistently rationalising its product offering. These juices will be targeted at consumers who are looking for juices with digestive properties. The company has also set up a new fruit juice facility in Sri Lanka to cater to the markets in West and South India.

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