

Dabur India Ltd in Soft Drinks (India)

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Abstracts

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

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