

GlaxoSmithKline Consumer Healthcare Ltd in Consumer Health (India)

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Abstracts

The company has plans to support power brands of its Sensodyne, Crocin, nasal decongestant Otrivin and Voltaren pain-relieving gels and rubs, along with strategic moves of its flagship brand, Horlicks in India. The company also has plans to shift its priority focus towards OTC offerings and invest in innovation and advertising for better market shares.

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