

GlaxoSmithKline Consumer Healthcare Ltd in Packaged Food (India)

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Abstracts

GlaxoSmithKline Consumer Healthcare is expected to continue its initiative of diversifying into high-growth categories within packaged food, as it looks to fortify its existing portfolio under its brand Horlicks. Whilst rural consumers will be catered to with a variety of product variants, such as Horlicks Asha, there will be an increase in urban-centric product launches, such as that of Foodles with Vitamins in 2012.

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