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Hamdard Wakf Laboratories Ltd in Soft Drinks (India)

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Abstracts

Hamdard Wakf Laboratories Ltd is amongst the oldest herbal manufacturers of liquid concentrates in India. Its flagship brand Rooh Afza was consistently promoted through various forms of electronic and print media during the 1990s, which led to the brand becoming a household name in India. Few changes have been made to the promotional campaigns for Rooh Afza as times have changed, and nor have adjustments been made to the brand's packaging. The company plans to continue sticking to its traditiona...

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