

Hindustan Unilever Ltd in Packaged Food (India)

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Abstracts

Hindustan Unilever has a diverse foods portfolio, comprising beverages (tea and coffee), processed food (Kissan, Knorr and Annapurna ranges of products), frozen desserts, bakery products (Modern Foods) and out of home operations, including Bru World Café. Over the review period the company carried out numerous successful innovations in beverages, frozen desserts and processed food. The company continued its focus on expanding availability across trade channels and micro-marketing initiatives in...

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