

Indian Broiler Group in Pet Care (India)

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Abstracts

The company is focused on increasing its share in pet food including dog food, cat food and fish food with its flagship brand Drools. In addition, the company is also leveraging its brand name and distribution network to increase its share in pet dietary supplements under the brand name Drools Absolute.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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