

ITC Ltd in Packaging Industry (India)

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Date: December 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: I13E81824B0EN

Abstracts

ITC is in the process of developing and promoting various shelf-ready packaging solutions for a wide range of consumer goods and the innovative step in these solutions is that the pack itself becomes the retail shelf. The company claims that this new packaging solution will help to reduce the investment required for retailers to establish outlets by removing the need to erect shelves as well as optimising space and attracting the attention of consumers. The company plans to offer this new...

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