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Mattel Toys (India) Pvt Ltd in Toys and Games (India)

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Abstracts

Mattel Toys (India) Pvt Ltd lost its leadership of toys and games in India in 2014 to Funskool India Ltd. The company experienced a difficult year, following significant restructuring of top management. However, the company has plans to strengthen its distribution and regain its leadership of the category. To counter the threat from counterfeit products, the company is increasing its penetration in terms of distribution and launching a selection of toys that cover a wider range of price points...

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