

# Mayora Indah Tbk PT in Soft Drinks (Indonesia)

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## Abstracts

Mayora Indah Tbk PT owns a wide product portfolio within the instant food and beverage industry. Strong brand presence in each category has made the company a well-known manufacturer of affordable products in the country. The company is expected to individually market its brands to strengthen brand awareness as well as continue innovation in new product developments that will be accepted by domestic and international consumers.

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