

# MTR Foods Ltd in Packaged Food (India)

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## Abstracts

The company will spend INR350 million on brand building activities over the next three years for its confectionery brand Laban. This investment will go towards promotional activities targeting millennials and will be made available through all distribution channels.

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

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Use five-year forecasts to assess how the market is predicted to develop.

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