

Nirma Ltd in Home Care (India)

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Abstracts

The laundry care business of Nirma heavily suffered due to the increasing costs and intense competition from brands like Ghari and Wheel. The company has plans to revive its marketing campaigns and increase its presence in rural areas to attain higher share.

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Contents

NIRMA LTD IN HOME CARE (INDIA)

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July 2013

LIST OF CONTENTS AND TABLES

Strategic Direction

Key Facts

Summary 1 Nirma Ltd: Key Facts

Summary 2 Nirma Ltd: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Nirma Ltd: Competitive Position 2012

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