

Pioma Industries Ltd in Soft Drinks (India)

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Abstracts

Pioma Industries Ltd is the leading manufacturer of concentrates in India and its flagship brand Rasna leads the category. The company has been the leading player in concentrates for over a decade and its Rasna brand has become synonymous with powder concentrates in India. The company is set to remain the leading player in concentrates in India throughout the forecast period as well, with the help of its consistently strong presence across both rural and urban areas of the country. Furthermore,...

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