

Rohit Surfactants Pvt Ltd in Home Care (India)

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Abstracts

Rohit Surfactants Pvt Ltd is planning to set up a soda-ash plant and a detergent manufacturing unit in Gujarat, in order to strengthen its geographic presence. The entry into the home ground of Nirma Ltd, which was a leader in detergents in the region a few years ago, is a strategy the company is employing to acquire Nirma consumers. This will help the company to penetrate the west region of the country with fewer logistical costs involved.

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