

S Narendrakumar & Co in Packaged Food (India)

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Abstracts

S Narendrakumar & Co continues to be a leading player in sauces, dressings and condiments in India, enjoying strong brand-loyalty amongst consumers. The company will continue to strengthen its brand by offering good-quality spices and developing exotic blends. It is expected to further extend its wide distribution network to reach more consumers. As an increasing number of consumers look to use sauces, dressings and condiments to reduce the cooking time, the company is expected to increase...

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