

## ITC to expand presence in hygiene and disinfectant space

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By Writankar Mukherjee

KOLKATA: ITC Ltd has expanded its pace of innovation in personal hygiene and disinfectant space riding on the Savlon brand. The conglomerate has already launched two new such products during the nationwide lockdown to curb the spread of Coronavirus and more are in the pipeline.

The company's chief executive (personal care products business) Sameer Satpathy said the pandemic is changing consumer behaviour and needs.

"The innovation teams in ITC are identifying these unmet needs and racing against time to craft effective and innovative products in the health and hygiene space to serve these requirements," he said.

ITC has just launched two new products – Savlon Surface Disinfectant Spray and a new hand sanitizer Savlon Hexa.

As per a latest study by market intelligence firm and sales tracker Nielsen, evolved hygiene products like hand wash, hand sanitiser and floor cleaners are flying off-the-shelves. Hand wash has grown by 199% since the outbreak as compared to last year in India, hand sanitiser by 1228% and floor cleaner by 69%.

Nielsen said hygiene and immunity have become top of the mind factors for consumers with social media conversations around immunity and germs having gone up.

Satpathy said ITC picked up the need to disinfect surfaces in its consumer work and decided to quickly introduce it into the market. "Disinfecting homes and surfaces will continue to be a critical need hereon..." he said.

ITC had acquired the Savlon disinfectant brand from Johnson & Johnson in 2015 and had extended the brand into hand wash, soap and sanitiser.

