

ITC forays into packaged lassi to expand its dairy business

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KOLKATA: ITC Ltd has ventured into the packaged lassi market with launch in Kolkata under its Aashirvaad Svasti brand. With this, the company sells milk, curd and paneer in West Bengal.



The company has priced the product at Rs 10 for a 160ml pack thereby expanding its competition with the largest brand Amul in the dairy space and several other national and regional brands. ITC has rolled it out in more than 3,000 outlets in the city.

Sanjay Singal, chief operating officer (dairy and beverages) at ITC said Aashirvaad Svasti's previous launches have received encouraging response and acceptance from Kolkata consumers.

"We saw merit in launching lassi during peak summer as this dairy based traditional drink can help beat the soaring heat and quench the thirst," he said.

ITC is currently focussed in expanding its dairy business which it has identified as one of the growth drivers in its quest to achieve Rs one lakh crore sales from FMCG business. It already has other products like ghee and milk shakes.