

ITC aiming leadership in health & hygiene FMCG space

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sanitiser in a sachet.

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<https://economictimes.indiatimes.com/industry/cons-products/fmcg/itc-aiming-leadership-in-health-hygiene-fmcg-space/articleshow/76306463.cms>

ITC Ltd is aiming to become a major company in the health and hygiene FMCG space in India having launched five products in the past eight weeks and lining up more, said chief executive (personal care products business) Sameer Satpathy.

Satpathy said the ultimate goal is to become a leader in this space with the conglomerate conceiving and developing most of these new products during the lockdown.

“We at ITC grow through innovation and have a large R&D set up with knowledge across multiple areas. This has helped us to fuel our product innovation even during the lockdown,” he said.

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The company on Wednesday launched disinfectant wipes under the Savlon brand. It has earlier launched vegetable and fruit wash, a new hand sanitisers, surface disinfectant spray and