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Marico planning to develop brands for online platform

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By **Guest** | December 14, 2017



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> WordPress post #6828

Marico is planning to develop a range of brands which would be available for online sales over the next few years.

Marico is a market leader in the coconut hair oil and premium edible oil categories with market share of 59% and 67% respectively.

Marico believes that the digitisation in the consumer packaged space is a huge opportunity for long term growth and to tap the same, it has created a new team, the Engine 2, focussed on creating and incubating new categories.

It recently test-launched a meal replacement beverage, Saffola Nutri-Shake is a digital-only product and is currently being tested internally. The company has invested significantly into this initiative and has also integrated the supply chain.

Read online: https://nuffoodsspectrum.in/news/1/11954/marico-planning-to-develop-brands-for-online-platform.html
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