

Allianz FMCG launches care brands in India

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Allianz FMCG, Brand Owner and manufacturer of natural personal care products, Cosmetics Products, Food products, has unveiled Celozia, Dr. Neem, Mr. Darlie, Maaqui, and Divine Care brands to the Indian market during a launch celebration held recently at the ITC Kohenur Hyderabad, India.

Celozia, Dr. Neem, Mr. Darlie, Maaqui, and Divine Care brands look to cater to the growing interest of the regional market in healthy and authentic sources. Allianz FMCG appointed IPL as the Super Stockist for Hyderabad.

Celozia, Dr. Neem, Mr. Darlie, Maaqui and Divine Care brands are known for quality natural ingredients and affordability while ensuring availability of a wide variety of consumer products, and aim to fill the gap for this niche market within the region.

On the healthy food segment, Maaqui specializes in providing the best quality dry fruits and dried fruits, healthy seeds, trail mixes, festive gift hampers, and much more. The products of Maaqui follow international quality standards and taste great. Maaqui is available at almost every leading modern retail and online marketplace. In addition to being high in nutrients, there are various other health benefits of dry fruits and nuts, such as healthy and glowing skin, improved digestive system, and so on. Maaqui assures that the wellness of these products reaches every customer without compromising on taste.

Thakur, Managing Director of Allianz FMCG concluded: "We look forward to witnessing the rapid expansion of Celozia, Dr. Neem, Mr. Darlie, Maaqui, and Divine Care brands throughout India to provide millions of consumers with the best and the most affordable personal care and wellness and healthy food solutions. Celozia, Dr. Neem, Mr. Darlie, Maaqui, and Divine Care brands are pioneering global products and we are confident they will immediately attract the region's discerning consumers."