

Emami launches baby care range in City

BANGALORE, DHNS: Emami Ltd launched the Healthy & Fair baby range in the City on Wednesday. The products in the range are baby massage oil, baby shampoo and baby powder which are based on Ayurvedic recipes.

Marketing strategy

Emami Group of Companies Director Manish Goenka said, "The company plans to tap the Rs 550 cr baby care market in

the country by launching products that are manufactured entirely by natural ingredient and by pricing the products 20 to 30 pc less than the prevailing market prices." The Company decided to first launch the product range in Karnataka it has a presence in around three lakh outlets here. "Bangalore is a cosmopolitan city and people are willing to try new products so there is a big potential market here," stated Goenka