

Godfrey Phillips to spend Rs 270 crore on expansion

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India's second-largest cigarette manufacturer, Godfrey Phillips India Ltd, a flagship company of the K K Modi Group, is planning to invest around Rs 270 crore in distribution, retail and other areas as part of its foray into new markets.

The company is also setting up a manufacturing plant with an investment of around Rs 200 crore at Thane, near Mumbai.

Speaking to reporters in Chennai today after launching the company's brands Four Square Kings and Four Square Gold in the Tamil Nadu mar-

ket, Nita Kapoor, executive vice-president for corporate affairs, said that the company had set a revenue target of Rs 2,200 crore in 2009-10 as compared with Rs 1,825 crore in 2008-09 — an increase of around 20 per cent.

To achieve the target, the company is looking at entering into new markets across the country. Recently, the company had forayed into West Bengal and it has now entered Tamil Nadu too.

She added Godfrey Phillips will invest 15 per cent of its turnover in new markets to increase distribution channels, retail outlets and advertisements.