

Godfrey Phillips expands east, south network

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Godfrey Phillips Ltd., the second largest player in the Indian cigarette industry, is expanding its network in the east and south to take on cigarette major ITC. The company on Wednesday launched its products in Orissa and Tamil Nadu. Last November, Godfrey

Phillips entered the West Bengal market and has carved out a 6% market share.

"We want to spread our wings in eastern and southern India with an aim to achieve national presence," said Nita Kapoor, executive VP, marketing & corporate affairs, Godfrey Phillips. "We are targeting 6-7% market share in the east and south in the next three years," she added.

While ITC has had a virtual monopoly in the east and south for the last 30 years with over 60% market share, Godfrey, which has a network of 520 distributors

and over 8 lakh outlets, has a strong presence in north and west India.

Kapoor said cigarette brands like Four Square, Red & White, Jaisalmer and Stellar would now be available in about 6,700 outlets in the twin city of Bhubaneswar-Cuttack in Orissa. Stating that about 1 million smokers consume, on an average, 153 million sticks per month in the state, she said the company aims for a 5-6% share in three months in the state.