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GODFREY PHILLIPS ENTERS PAN MASALA CATEGORY

BS REPORTER

Ahmedabad, 18 January

Godfrey Phillips India, today entered the pan masala segment by launching Pan Vilas, a magnesium carbonate free chewing product. The company is targetting five per cent share of the premium pan masala market in the first year of its launch.

Nita Kapoor, executive vice president, marketing & corporate affairs, Godfrey Phillips India, said, "Pan Vilas has been developed on the pillars of research and development on the premium pan masala segment, with cutting-edge quality control processes and state-of-art manufacturing methods. This new entrant which

is targeted at the discerning premium pan masala consumer, will make Godfrey Phillips India the biggest player to penetrate into the pan masala category. It is India's first pan masala which is fully compliant with Prevention of Food Adulteration (PFA) rules."

The company aims to leverage its sales and distribution network of cigarette category for the pan masala business through its retail centers. "Currently, the Indian chewing industry is estimated to be Rs. 11,660 crores which consists of three categories, namely, pan masala, zarda and gutka. The premium chewing industry is Rs. 3075 crores out of which the premium pan masala market is estimated to be Rs. 1500 crores. Godfrey



Nita Kapoor, executive vice president, marketing & corporate affairs, Godfrey Phillips India at the launch of Pan Vilas in Ahmedabad on Monday. PHOTO: YASIN D

Phillips India plans to target five per cent share of the premium pan masala chewing category in the first year," Kapoor added.

Godfrey Phillips India is the second largest player in the Indian cigarette industry with an annual turnover of over Rs 2200 crores. Incorporated in 1936, Godfrey Phillips has two major stakeholders, the KK Modi Group and Philip Morris.

The Delhi-headquartered company manufactures cigarette brands in the country like Marlboro, Red and White, Four Square, Jaisalmer, Cavanders and Tipper.

The company's other ventures include tea brands such as Symphony and Super Cup, and Funda Mint in the confectionary segment.