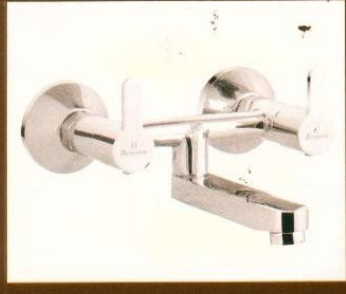


## PRODUCT SHOWCASE

### Parryware unveils new Claret faucet range

Parryware, the contemporary bathroom solutions brand recently introduced its new Claret faucet range. The new range is a perfect fit for contemporary bathroom spaces offering an impeccable blend of elegance, design, and innovation at a great price point. The comprehensive faucet collection comprises of kitchen & bathroom faucets such as single lever basin mixer, basin mixer, wall mixer, pillar cock, wall mounted sink cock, bib cock, and angle valve among others.



### Rich's India launches Niagara Farms Gold

Rich's India has recently launched Niagara Farms Gold, a new dairy blend whip topping which gives a premium dairy taste. The bakery product is a perfect combination of superior performance and rich mouthfeel, and adds smooth finish and excellent shine to cakes.

### Marico's Saffola launches Superfood Moringa Green Tea & Green Coffee

Marico Limited has launched a range of super beverages as part of the Saffola Fittify Gourmet offering. The new addition includes Superfood Moringa Green Tea and Green Coffee Instant Beverage Mix - with antioxidant benefits. The products are specially curated by celebrity Chef Kumal Kapur and are available in modern trade outlets such as Godrej Nature's Basket, Foodhall and Star Bazaar stores across Mumbai, Delhi NCR, Pune,



Hyderabad, and Bangalore, as well as, e-commerce portals such as Amazon, Flipkart, and Big Basket. Consumers can purchase 'Superfood Moringa Green Tea' at INR 220 (37.5g) for 15 servings, and Green Coffee Instant Beverage Mix at INR 260 (30g) for 15 servings.

### ITC introduces new B Natural variants in PET bottles

ITC's food division recently launched its B Natural range of fruit beverages in aseptic PET bottles. Sanjay Singal, Chief Operating Officer - Dairy and Beverages, ITC limited, and brand ambassador Shilpa Shetty Kundra launched the three new variants of B Natural- Himalayan Mixed Fruit, Ratnagin, Alphonso, and Dakshin Pink Guava. The fruits for the beverages are directly sourced from the Indian farmers, thereby empowering the Indian agrarian economy.

