

Unilever to take Pure IT, Shakti abroad

BS REPORTER
Kolkata, 22 January

India is leading the way for FMCG giant Unilever. The company is set to take Pure IT, one of its most successful brands in the country, and business initiative Shakti to other developing countries of the world. Pure IT is an in-home water purifier while project Shakti is a successful business model aimed at increasing the company's rural distribution and providing rural women with income-generating opportunities.

"We have already launched Pure IT in Bangladesh and Indonesia and will soon launch it in developing countries across the world. We will introduce Shakti in Bangladesh and some parts of South-East Asia," said Harish Manwani, President of Unilever Asia, Africa, Central and Eastern Europe.