

HUL to Ramp Up Hygiene Products, Slash Prices by 15%

Our Bureau

Mumbai: Hindustan Unilever said it will drop prices of essential hygiene products by 15% and committed about ₹100 crore in an effort to slow the spread of Covid-19.

The company said it will also ramp up production and supplies of sanitizers, handwash and floor cleaners. "In crisis like this, companies have a big role to play. We are working closely with the governments and our partners to ensure that we overcome this global health crisis together," said HUL chairman Sanjiv Mehta.

The company said production and supplies of Lifebuoy sanitizers and handwash, and Domex floor cleaners will increase even as prices would be slashed by 15%. The higher volumes are planned for immediate production, but it will take a few weeks to hit retail shelves.

HUL will also donate two crore pieces of Lifebuoy soap bars in the next few months. It will also partner with medical institutions providing testing and care facilities and equip them free supplies of sanitation and hygiene products apart from donating ₹10 crore to upgrade the health care facilities in testing centres and hospitals.