



PHARMACEUTICALS EXPORT PROMOTION COUNCIL
(Set up by Ministry of Commerce, Govt. of India)

COPY

Date : 24-07-2010

News / Story reproduced with thanks:- **Economic Times**

Wipro Consumer expands personal care portfolio

24 Jul 2010, 0243 hrs IST,ET Bureau

Direct link to the News/Story:-

<http://economictimes.indiatimes.com/news/news-by-industry/cons-products/fmcg/Wipro-Consumer-expands-personal-care-portfolio/articleshow/6207755.cms>

BANGALORE: Wipro Consumer Care and Lighting is launching a range of skin care products that will expand its personal care portfolio for its flagship brand Santoor. With the launch of the Santoor Enhance range, the company now has a presence in categories such as lotions, creams and shower products. The FMCG arm of IT major Wipro posted 23.39% increase in revenue to Rs 641.4 crore in the first quarter from Rs 519.8 crore in the comparable period. It posted an operating margin of 13.7% in the quarter.

Santoor Enhance will first be retailed across modern trade outlets such as supermarkets to reach consumers who are willing to experiment with new products. “We have incorporated several learnings from our Unza operations including product formulations and the go-to-market strategy across modern trade,” WCCL president Vineet Agrawal told ET.

Unza Holdings, the Singapore-based company acquired by WCCL in 2007, grew 17% on a constant currency basis.

WCCL’s India household business— including soaps, baby products and CFL lighting—grew 31% and the institutional business, consisting of commercial lighting and furniture grew 27% in the April-June quarter. WCCL contributed 9% of Wipro’s total revenue and 6% of the operating income for the quarter.