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Smokefree's new range of electronic cigarettes

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New Delhi: India-based electronic cigarette company Smokefree Electronic Cigarette has launched new EGO series range of first E-liquid based electronic cigarette kits. The newly introduced CE4 kits are being sold on the company website.

Smokefree electronic cigarette is an electronically powered medical device that offers a healthier alternative to smoking as it has zero tobacco content, no smoke, no tar, no ash, and does not pose any other harmful effects of a regular cigarette, according to the company.

Mr Rajat Girdhar, CEO at Smokefree Electronic Cigarette, said, "We are really excited about the launch of EGO series kits which are the new generation of EGO TANK with new technology of e-cigarette cartomizer. We launched Smokefree website in 2011 and in less than two years, we are averaging website sales of about Rs 20 lakhs per month which has given us a lot of confidence in our product range."

Mr Abhinav Girdhar, Chief Operations Officer, added, "In the last couple of years electronic cigarette has become a rage in the US for people who want to quit smoking and are easily available at kiosks of all the leading malls. In India, in the past one year we have set up five kiosks in some of best malls of National Capital Region (NCR) and aim to double this number by November."