

Piramal to distribute Merisant's sweetner, Equal

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Singapore: Piramal Enterprises has partnered with Merisant India for an exclusive sales and distribution partnership in India for its artificial table-top sweetener, Equal.

Mr. Kedar Rajadnye, President and COO, Consumer Products Division, Piramal Enterprises said, "Backed by India's largest field force (1000+), we are delighted to partner with Merisant to offer seamless distribution of Equal in India. It brings a brand of international repute to our self-care portfolio. We aim to increase Equal's reach across the target markets to four times from its current levels within the first year. Equal enjoys a strong brand presence, and this alliance promises to combine the strengths of both companies for the sole benefit of our consumers."

Mr. Ayan Ghosh, Merisant Group's General Manager for South Asia said, "This strategic alliance with Piramal Enterprises is an important step for us to broaden the reach of Equal across India. We are leveraging Piramal's excellent infrastructure in sales and distribution, and are confident of building a strong base for Equal."

Piramal Enterprises' Consumer Products Division will exclusively distribute Equal across leading chemists and general stores in India.