

# Godfrey forays into TN

**AGE CORRESPONDENT**

CHENNAI

**May 27:** Godfrey Phillips India, the flagship company of the K.K. Modi Group, is planning to invest about Rs 270 crore on distribution and retail front as part of its foray into new markets.

After launching its top cigarette brand 'Four Square' in Chennai, Ms Nita Kapoor, executive vice-president, Godfrey Phillips India, said the company is aiming 20 per cent market share in the next three years from the current 11 per cent.

The company had launched its flagship brand six months ago in West Bengal.

She claimed it captured seven per cent market share in that market. After Tamil Nadu, the company will enter other southern states in a phased manner.