

Godfrey Phillips plans 900-plus stores

BS REPORTER
Kolkata, 26 November

Godfrey Phillips India, the Rs 1,800 crore tobacco company with interests in beverages and confectionary products, has forayed into West Bengal and plans to set up close to 900 'Four Square' branded outlets over the next one month.

The company currently has over 1,000 branded outlets in North and West India. Its total distribution strength reaches 8 lakh outlets in the two regions put together.

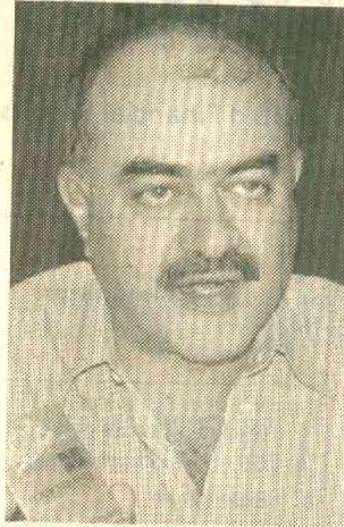
The K K Modi Group company and the second largest cigarette manufacturer, has announced the launch of its complete range of cigarette brands in West Bengal and popular flagship brands such as Four Square, Red & White, Jaisalmer, Stellar and Tipper Filter will now be available at all retail outlets.

According to Bhisam Wadhwa, Executive Vice-President (Sales), Godfrey Phillips India, "Godfrey Phillips India has predominantly been a leading market player in northern and western India, with a share as high as 80 per cent in some key markets. We are now foraying into West Bengal and intend to launch all our brands going forward. We will have presence across 15,000 retail points in the state."

The company, for the first time, has specially created blends for the West Bengal market, to suit local tastes.

All the cigarette brands will be manufactured at its existing Mumbai and Ghaziabad plants.

The company has also



Bhisam Wadhwa
SUBRATA MAJUMDER

repackaged some of its brands for the state. For instance, it will introduce Four Square Fine Blend in a premium-look tactile finish. Four Square fine blend will be available in pack sizes of 10's for Rs 20 per pack while Four Square Kings will be available in 10's and 20's for Rs 35 and 70 respectively.

Also, the company plans to launch its entire range of premium and high-end cigars such as Altadis, Davidoff and Villiger in Kolkata. These will be marketed through premium retail shops, five star hotels, premium restaurants etc.

As a part of its growth strategy, Godfrey Phillips has also forayed into tea business with brands like Tea City, Symphony and Super Cup, which the company intends to launch in Kolkata soon.

The company has also forayed into the highly competitive mint confectionary segment with the launch of 'Fundamint'.