

# Financial Express

## New drive for Funa-mint

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The KK Modi Group and Philip Morris-promoted Godfrey Phillips India is planning to undertake a new brand communication initiative for its saunf flavoured mint candy 'Funda-mint', besides adding two new flavours to its portfolio. The new initiatives would be carried out to coincide with the upcoming Valentine's Day and the company is targeting the youth with the brand's *Dil Se Desi* tagline, Godfrey Phillips India said.