



CavinKare's dairy brand forays into exclusive retail space; Plans to offer consumers a one-stop dine & shop experience

~ Launches brand My Cavin's to offer consumers a space to shop & dine with family ~

Chennai, 15th March 2021: Renowned for innovative breakthroughs in the market, FMCG major CavinKare today announced the foray of its flagship dairy wing, Cavin's into exclusive retail space under the brand My Cavin's. Adding a new dimension to the retail format, My Cavin's aims to directly reach consumers and cater to the needs by providing a unique blend of shopping & dining experience under one roof.

Commenting on the launch, **Mr. Manu Ranjit - Director**, said *"We are happy and excited to take the retail route for our flagship brand Cavin's. With innovation at its core, Cavin's as a brand has brought to market many path-breaking products that have set unprecedented benchmarks. Right from packaged milkshakes to our most recent H-Milk launch, we have always been at a forefront of offering consumers products that is easy to use and enjoyed by the whole family. Continuing this momentum, we wanted to bring brand Cavin's a step closer to the consumers by launching an exclusive retail outlet that will offer a unique experience of shopping & dining to the whole family."*

He also added, *"We have invested 50L to setup the first outlet in Chennai, our plan is to scale it up to 150 outlets across regions by 2025. Cavin's enjoys a good market share in the dairy segment and with this expansion, we are confident that the brand will become the market leader paving way for more innovative ventures in the future."*

My Cavin's outlet was launched today in Chennai. Spread across 1000 sq.ft, the outlet comprises of all cold chain products like Milkshake, Lassi, Paneer, Curd, Milk variants and more from the house of Cavin's. Besides retailing Cavin's products, My Cavin's has also set up an exclusive dining spaces for families to relish delicacies whipped by a team of renowned chefs. From sandwich stations to monster shakes, the team of chefs at My Cavin's will roll out special delicacies using Cavin's products.

About CavinKare: CavinKare is a diversified FMCG major with business interest in personal care, professional care, dairy, snacks, foods, beverages & salons. The brand portfolio consists of Shampoos (Chik, Meera, Karthika and Nyle), Hair Wash Powders (Meera & Karthika), Coconut Oil (Meera), Fairness creams (Fairever), Deodorant; Talc (Spinz), Pickles; Snacks (Ruchi, Chinni's; Garden), Hair Colours (Indica), Retail Salon Products (Raaga Professional), Beverages (Maa), Dairy (Cavin's), and Beauty Salons (Green Trends & Limelite). With its recent expansion into health and hygiene category, CavinKare offers a spectrum of sanitization products ranging from SaaFoo for vegetable and fruit hygiene and safety to Bacto-V multi-surface and gadget disinfectant. Under some of its key personal care brands, CavinKare also offers hand sanitizers and liquid soaps. Most of the brands are clear winners in their respective product categories. A dedicated R & D center equipped with latest equipment and technologies constantly supports the divisions in their endeavor. CavinKare has achieved significant milestones and a competitive edge with sound understanding of mass marketing dynamics and has established a firm foothold in the national market.



CavinKare's success is based on it being firmly grounded to its corporate mission 'We shall grow significantly better than the industry by fostering innovation and building preferred brands, through passionate and delighted employees.

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