

Press Release
For immediate publication

Ruchi Magic launches nutrient rich carrot and beetroot pickle variants

Chennai, 9th January 2017: Pickle lovers have a reason to rejoice as Ruchi Magic, the home grown pickle brand from the house of CavinKare Pvt Ltd has introduced two new, exciting variants - Ruchi Spicy Beetroot and Ruchi Carrot Chilli in addition to its wide range of pickle line up. Packaged with the goodness of winter vegetables carrot and beetroot, the two new variants contain a variety of healthy ingredients filled with calcium, iron and is the powerhouse of Vitamin A.

Giving a twist to pickle as an accompaniment for food, Ruchi Magic's newly launched variants have been prepared as a rice mix that can be used anytime, anywhere. With finest, handpicked carrots from the mountains of South India, Ruchi Carrot Chilli pickle is a source of Carotene and Calcium. The tantalizing taste of carrots blended with spicy chillies offer the perfect accompaniment for rice and rotis.

The dashing combination of beetroots' natural sweetness along with spicy chillies and other rich ingredients is a treat for the taste buds. The pickle is bottled with the goodness of Calcium, Phosphorous and iron. The scrumptious pickle has been carefully curated to be relished alongside of rotis and mixed with rice.

The newly launched pickle variants are available in 300 g bottles priced at Rs. 70. The variants are currently available across all retails outlets, supermarkets and neighbourhood stores.

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About Ruchi Magic: Founded in 2002, Ruchi Magic understands the tradition and culture that goes into making every single bottle of pickle. Using traditional recipes developed over time, Ruchi Magic Pickles has eighteen different mouth watering variants. A large, loyal and growing fan base for Ruchi Magic Pickles will vouch for the authenticity of the pickles and the delectable taste. Ruchi Magic Pickles is firmly rooted in tradition and is incredibly tasty.

About CavinKare Pvt Ltd: 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

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Products (Raaga Professional), Beverages (Maa), Dairy (Cavin's), and Beauty Salons (Green Trends & Limelite). 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 endeavour. Today with a turnover of about Rs. 1350 crore, CavinKare has achieved many significant milestones while acquiring a competitive edge backed by sound understanding of the dynamics of mass marketing to establish a firm foothold in the national market. CavinKare's success is based on it being firmly grounded to its corporate mission- 'we shall achieve growth by continuously offering unique products and services that would give customers utmost satisfaction and thereby be a role model'.