Indian hair care company to open third plant in Egypt

Marico India will officially inaugurate Wednesday its third plant in Egypt's Sadat City that will bring Parachute, the company's largest selling hair care brand worth LE 700 million, to the Arab world's most populous market.

"The fact that we are setting up our third factory here shows a lot of confidence in the Egyptian market. This factory is a big indicator of Marico's long-term commitment plans in Egypt," said Mukesh Kripalani, Egypt's operations manager.

With a 60% share of Egypt's market, Indian hair care giant Marico India Ltd has become firmly rooted in the heads of Egyptian users.

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