

EID PARRY Launches Branded Sugar

18 November 2004 marks yet another milestone in the 216 year old history of E.I.D Parry. The day marks the first-ever launch of branded refined sugar by a South Indian company. The day marks the launch of Parry's pure refined sugar.

Sugar making in E.I.D Parry's history dates back to 1842. It was then that the company pioneered the production of sugar by establishing the country's first sugar factory at Nellikuppam. This factory also holds the distinction of being the first ever integrated sugar complex in India.

Today, like in the past, the company continues to set standards in the sugar industry. Parry's sugar has been initially launched in Tamil Nadu in one-kg refill packs and pet bottles. Every grain of Parry's pure refined sugar is a product of a superior refining process and is processed hygienically from first grade cane.

In addition, Parry's pure refined sugar has a longer shelf life of over 18 months and is absolutely pure and free of all impurities.

Over the last two months since its launch, the brand has received good response. Not just from consumers but also from the channel members. Over the next few months the company also plans to expand its availability across the country. The success of Parry's pure refined sugar marks just the first step in E.I.D Parry's foray into this business. The company's ambitious plans for the future include sugar variants such as, brown sugar, a range of flavored sugar apart from sachets, cubes, etc.