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## News

# Tupperware to be present in shopping malls

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## Our Bureau



Mr Kanwar S. Bhutani, Managing Director, Tupperware India, flanked by Mr David Kusuma (right), Vice-President, Engineering Development, Tupperware Worldwide, and Mr Dave, Director, New Products and Planning, Tupperware Asia Pacific, at the launch of 'Multi Cook' in the Capital on Wednesday. — Kamal Narang

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New Delhi , April 28

LEADING direct selling company, Tupperware plans to showcase its products in the upcoming shopping malls as part of its strategy to achieve a turnover of Rs 206 crore in the next two years.

"Tupperware will market its products through distributors in these malls," the Managing Director of the company, Mr Kanwar S. Bhutani, told newsmen today.

## Stocks

The company is also launching Indianised products in order to grow its market share in India.

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Towards this end, Tupperware today introduced 'Multicook', a five-in-one product which can be used for cooking, steaming, straining, reheating as well as serving.

## Cross Currency

- Rates

Tupperware has invested about \$8 million in the country since it began operations in 1996. The company, which said it has already achieved break-even in India, has launched several new initiatives in the direct selling concept, including mobile carts, dedicated showcases and presence in retail chains.

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