

GTC bets big on low tobacco cigarette

Our Bureau

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Having come up with the world's first low tobacco cigarette and patented it, GTC Industries Ltd, formerly Golden Tobacco Company, is now eyeing a share of around 10 per cent in the Rs 25,000-crore Indian cigarette market by 2008 for its 25 per cent low tobacco product, 'Loe Tabac'.

Finding encouraging re-

sponse from both the consumers and regulatory environment for low tobacco cigarettes, it plans to go aggressive in building brand 'Loe Tabac', promoting low tobacco concept and stepping up its marketing and point of sale activities significantly, the GTC Director, Sales and Marketing, Mr Amar Sinha, said.

Addressing newsmen on the eve of the national launch of

'Loe Tabac' here, he said the company is betting big on the low tobacco cigarette to augment its global presence.

Stating that low tobacco cigarettes are going to be integral part of GTC's corporate strategy, he said tobacco consumption in the country is on the rise across segments and Indian consumers want safer and healthier products.

He said for 'Loe Tabac', GTC

reduced the quantum of tobacco in cigarette by 25 per cent. By virtue of substituting tobacco by smokeable ingredients, the company found up to 50 per cent reduction in the levels of toxicity and carcinogenicity. The leading research institutes of the US, the UK and India have validated the findings of clinical research conducted by the company, he said.

GTC would continue its re-

search efforts to come out with more low tobacco products. The focus would be mostly on the US and European markets.

"We have already readied and blended our next innovative low tobacco cigarette product with 50 per cent less tobacco with a focus on the exports market. We expect the first consignment to be exported in the next 60-90 days," Mr Sinha said.