



## CleanMate launches easy to use Dishwash Gel

A perfect gel that is extremely gentle on the hands and can clean the toughest stains on utensils

**National, 27<sup>th</sup> September 2017:** CleanMate a popular brand of Toilet Cleaner Liquid & Home cleaning products by Future Consumer Limited launches easy to use 'CleanMate Dishwash Gel'. Created using the essentials of Lemon, this dishwash gel can instantly breakthrough the greasy texture on the utensil in the very first wash.

Making it an effective product, CleanMate dishwash helps in residue free cleaning, removes stubborn stains and the power of lemon eliminates the odor from the utensils. This dishwash gel is made using the required PH balance that's keeps your hand soft and gentle after using the gel.

Speaking about the new cleaning solution **Mr. Rahul Kansal Head – Business Strategy and Marketing, Future Consumer Limited** says, "CleanMate dishwash gel is an effective alternative to the traditional use of soap bars that are not easy to use. Dishwash gels are convenient, easy to use and last longer making it economical for every household. We hope that every household understands the importance of using a gel and replace it with their soap bars."

CleanMate dishwash gel is available at Big Bazaar, EasyDay, Heritge, Nilgiris, Aadhar, Star Bazaar stores across the country and popular e-commerce sites. CleanMate dishwash gel is priced at Rs. 58 for 250ml, Rs. 159 for 750ml and Rs. 169 for 1litre refill pouch.

### **ABOUT FUTURE CONSUMER LIMITED (FCL)**

Future Consumer Limited (FCL), a part of the Future Group, operates in the Food and FMCG space with 27 brands in over 65 categories. FCL is constantly expanding its already existing vast portfolio of established Food & FMCG brands. Currently it caters to various categories such as Basic Foods, Ready to Eat Meals, Snacks, Beverages, Personal Hygiene Care and Home Care. FCL has also set up India Food Park at Tumkur, Karnataka in partnership with the Ministry of Food Processing Industries, Government of India. Spread in 110 acres of land, this state-of-the-art food park facilitates end-to-end food processing along the value chain (grading, sorting, pulping, packaging & distribution) from the m to the market.

**FOR MORE INFORMATION, CONTACT:**

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