

Swedish firm SCA expands in India, invests \$22.9 mn

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Singapore: Sweden-based SCA plans to invest about \$22.9 million (SEK 150 million) in local production of hygiene products in southwest India. Production at SCA's own plant is planned to commence in 2015.

"This investment creates a solid platform for us to leverage the favorable growth opportunities that exist in the hygiene products area in India. The investment is in line with our strategy of strengthening SCA's presence in emerging markets," said Mr Jan Johansson, president and CEO, SCA.

"India's large population and the low penetration of hygiene products provide the potential for future growth. The aim is to introduce SCA's hygiene products in the Indian market already in the latter part of 2013," he added.

The brands that SCA intends to launch in the Indian market include world-leading brands Tena (for incontinence products) and Tork (for away-from-home tissue). The Libero brand for baby diapers and baby care products and Tempo for consumer tissue will also be introduced.

SCA is a leading global hygiene and forest products company. The group develops and produces sustainable personal care, tissue and forest products. Sales are conducted in about 100 countries under many strong brands, including leading global brands Tena and Tork, and regional brands, such as Lotus, Libresse, Tempo and Libero.