

Dairy major Hatsun enters utensils, textiles retailing

Encouraged by the response to its utensils retail business started April, private dairy company Hatsun Agro Products Limited has decided to expand the new business as also enter the textiles sector.

'By March 2009, we will sell low-cost textiles and utensils in our 5,000 milk collection centres,' Hatsun Agro chairman and managing director R.G. Chandramogan told IANS.

'We are leveraging the excess space and the manpower available in our milk collection centres in rural centres,' he said.

The additional investment for the new activity would be limited, he said. The working capital need is estimated to be in the region of Rs.200 million when the business is spread to all collection centres and textiles are also added.

He said in rural Tamil Nadu people are more interested in the content than the container and hence a value-for-money textile or utensil will have good demand.

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