

Unilever launches Pureit Water Purifier in Pakistan



Unilever Pakistan launched Pureit, a unique home based water purification device that uses Unilever proprietary technology to provide safe and clean water without the use of electricity or gas.

The Pureit Excella device unveiled by Ehsan Malik Chairman and CEO, Unilever Pakistan Limited (UPL),

Fariyha Subhani Director Marketing Foods, UPL and Dr Tariq Mehmood Mian, Director, Association of Family Physicians of Pakistan at the event.

Ehsan Malik said, "There are almost 15.9 million people in Pakistan, who currently do not have access to safe drinking water. Pureit is the top of the line purification solution, based on our commitment for sustainable living of Pakistanis."

Pureit meets rigorous international criteria of the Environmental Protection Agency (EPA), USA, for removal of harmful virus and bacteria. It is certified by the London School of Hygiene and Tropical Medicine, the Scottish Parasite Diagnostic Laboratory, and is also endorsed locally by the Association of Family Physicians of Pakistan. Pureit has been specially designed to give protection from germs, bacteria and virus through five purification steps and programmed germ kill technology to provide odorless natural tasting water for as low as Rs 1 per liter.

Dr. Tariq shared, "Last year, infectious water borne diseases accounted for 60% infant deaths with diarrhea being the leading cause. As an effective preventive measure against such diseases, we recommend Pureit for its advanced purification system and hassle free process and are pleased to partner with Unilever in the mission to save Pakistani lives."

This newest innovation furthers Unilever's vision to double the size of the business whilst reducing its environmental footprint and increasing its positive social impact as outlined in the Unilever Sustainable Living Plan. ♦

Continental Biscuits Ltd. launches OREO biscuits in Pakistan

Continental Biscuits Ltd. (CBL) makers of the LU brand of biscuits and an exclusive affiliate of global snacks group Mondelez International (previously known as Kraft Foods) recently launched the iconic Oreo biscuit brand in Pakistan. Oreo is being made in Pakistan by CBL with same world class quality standards, magic formula and ingredients, while being sold at affordable prices to a wide variety of consumers – reasons due to which it is fast becoming as much loved in Pakistan as it is around the world.

CBL invested PKR 1.1 billion (USD 11 million approx.) to build a state-of-the-art Oreo production line at its manufacturing plant in Sukkur, making it the largest biscuit-production facility in the country. As the production line is fully automated from the initial production process to the biscuit's packaging, with no human interaction, the facility is the first of its kind in Pakistan. The line can produce as many as 4 million biscuits per day or 3 tonnes of biscuits per hour!

Speaking on the occasion of Oreo's debut in Pakistan, Mr. Hasan Ali Khan, Managing Director and Chairman of CBL, said: "We are delighted to bring the world's favourite biscuit to Pakistan. For us, this is the beginning of another wonderful journey to make Oreo the No.1 biscuit brand in Pakistan. Our vision of locally producing Oreos clearly signals our intent at dominating the local biscuit market and also highlights the importance of Pakistan as a biscuit manufacturing base."

Mr. Rafey Zuberi, Director Marketing, CBL added: "Oreo is more than just a biscuit; the 'Twist, Lick and Dunk' ritual has brought fun-filled moments-of-bonding to millions of families around the world. The dunking culture already exists in Pakistan, with adults dipping their biscuits in tea. Now, we are giving Pakistani families the chance to dunk their biscuits in milk."

Mr. Ian Buchan, Mondelez International's Middle East & Africa New Markets General Manager said, "We have been partners with Continental Biscuits since 2007 and have shared business excellence without reference to borders. With the launch of Oreo, we are delighted now to share the 'moments of joy' in Pakistan in terms of both industry best-practices and a superb, quality product." ♦

