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Lord's Mark invests Rs 100 Cr in health & hygiene e-commerce platform

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The Hygiene India aims to become India's largest health and hygiene marketplace in the next three years



Mumbai-based Lord's Mark Group will invest Rs 100 crores in its newly launched health and hygiene e-commerce platform- The Hygiene India.

The investment will be used in adding new products to the portfolio, boosting research and development, enhancing the technological capabilities, building manufacturing capabilities and for brand development.

The Hygiene India has launched a holistic product range for essential and preventive health care based on indigenous wisdom and natural ingredients along with game-changing diagnostic kits. The products comprise medicines for essential care, essential care kits, IVD kits, immunity boosters, etc.

The product ranges are being launched under three brand names - SafeSehat for health care product range, MarkoSafe for home care product range and Safelite for Sanitary pads.

Sachidanand Upadhyay, Director, The Hygiene India said, "The Lord's Mark Group aims to provide superior quality health and home care products to every Indian household at affordable prices. The Hygiene India has been launched for achieving this goal. The plans are around making it India's largest care enabler and one-stop-shop for our customers. The investments will help in expediting the growth of this unique e-commerce venture."