

## Godrej unveils paper-based mosquito repellent

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**Launched during a discussion on 'fighting mosquito-borne diseases'**



The R&D team at Godrej Consumer Products recently launched a paper-based mosquito repellent that can provide up to four hours of protection from mosquitoes. Goodnight Jumbo Fast Card is available in a pack of 10 cards and is affordably priced at Rs 15.

The launch took place during a discussion themed on 'The fight against mosquito-borne diseases and the need for innovation', organised featuring experts from The Ministry of Health & Family Welfare, Government of India; Indian Council of Medical Research (ICMR); The Gates Foundation; Home Insect Control Association (HICA) and Godrej Consumer Products.

The panel suggested the need for innovation and partnership if India wants to be free of mosquito-borne diseases.

Sunil Kataria, CEO - India, and SAARC, Godrej Consumer Products Ltd (GCPL), said, "Jumbo Fast Card is our latest innovation which is the result of our deep understanding of the category and know-how of what the country currently needs. The revolutionary paper-based format will give people the dual benefit of instant action and its effect will last up to four hours at only Rs 15 for 10 cards. This makes Jumbo Fast Card an effective and affordable solution against mosquitoes in the urban and rural landscape."

Dr Rajni Kant, Director, ICMR – Regional Medical Research Centre, Gorakhpur, commented, "We need to research priority areas such as drug resistance and identifying hot spots in case of malaria and demonstrate few model projects towards its elimination on a larger extent as well as creating awareness for the prevention of dengue and work towards vaccine research."