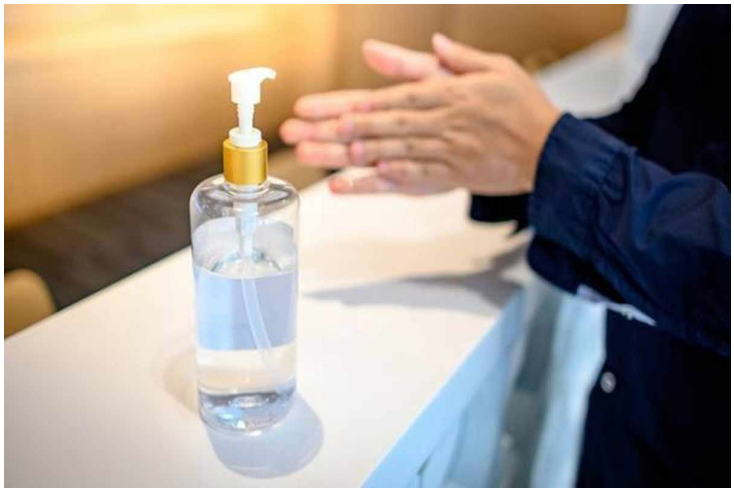
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Lordâ??s Mark Industries invests Rs 100 Cr in preventive healthcare

18 January 2022 | News

The company has plans to unveil 22 healthcare and hygiene products



Lord’s Mark Industries has launched the ‘The Hygiene India’ initiative. It will invest Rs 100 Crores in the expansion of the same. The Initiative is to highlight the importance of preventive wellness among the general masses.

Through its health and hygiene e-commerce platform-The Hygiene India, LordsMed, the healthcare vertical of Lord’s Mark Industries is offering a holistic range of healthcare, personal and home hygiene products.

Produced from natural ingredients and based on indigenous expertise, these products aim to promote best hygiene practices among people and ensure their good health and general well-being.

Launched under three brand names- SafeSehat for healthcare, Markosafe for home care and Safelite for sanitary pads- the products have been curated by LordsMed.

The current product portfolio of the company comprising 8-10 products under each brand category is planned to be expanded to 25-30 products in the near future. These products would include baby diapers, condoms, bamboo products and travel hygiene kits. Moto is to have essential hygiene kits (Male hygiene kit, Female Hygiene kit, Daily Hygiene kit, Travel kits etc)