Winning with New Products

Realising our potential

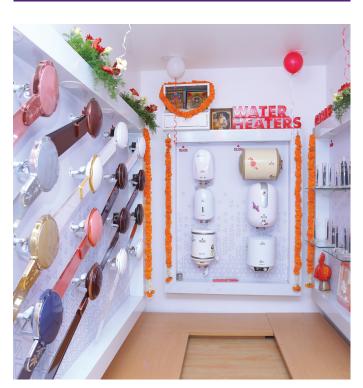
Streamlining Product Development

Our 'winning with new products' strategy includes identifying gaps and opportunities and developing a portfolio roadmap of new offerings for key B2C businesses.

A New Product Development (NDP) Council has been established for product innovation across our businesses to ensure our Company is at the forefront of customer requirements as well as technological enhancement.



We have shifted towards a more design and finish-oriented product range, offering fans with up to 5-star ratings





Driving Growth and Differentiation

As part of our strategy to cater to a complete range of customer demands, we have been increasing our presence across various price points. A key focus has been on the premiumisation of our offerings, particularly in the FMEG category.

During the year, our new sub-brand Etira, as well as Green Wires, which were launched in the previous year, has been successfully received in the market by our customers.

7%

Contribution of green wires to retail wires in FY23

12%

Contribution of Etira wires to retail wires in FY23

