

Nirma Limited

<https://www.indiamart.com/nirma-ltd-ahmedabad/>

Nirma is one of the few names - which is instantly recognized as a true Indian brand, which took on mighty multinationals and rewrote the marketing rules to win the heart of princess, i.e. the consumer.

Nirma, the proverbial Rags to Riches ...



About Us

Nirma is one of the few names - which is instantly recognized as a true Indian brand, which took on mighty multinationals and rewrote the marketing rules to win the heart of princess, i.e. the consumer. Nirma, the proverbial Rags to Riches saga of Dr. Karsanbhai Patel, is a classic example of the success of Indian entrepreneurship in the face of stiff competition. Starting as a one-man operation in 1969, today, it has about 14, 000 employee-base and annual turnover is above Rs. 25, 00 crores. India is a one of the largest consumer economy, with burgeoning middle class pie. In such a widespread, diverse marketplace, Nirma aptly concentrated all its efforts towards creating and building a strong consumer preference towards its value-for-money products. It was way back in 60s and 70s, where the domestic detergent market had only premium segment, with very few players and was dominated by MNCs. It was 1969, when Karsanbhai Patel started door-to-door selling of his detergent powder, priced at an astonishing Rs. 3 per kg, when the available cheapest brand in the market was Rs. 13 per kg. It was really an innovative, quality product with indigenous process, packaging and low-profiled marketing, which changed the habit of Indian housewives for washing their clothes. In a short span, Nirma created an entirely new market segment in domestic marketplace, which is, eventually the largest consumer pocket and quickly emerged as dominating market player a position it has...

For more information, please visit

<https://www.indiamart.com/nirma-ltd-ahmedabad/aboutus.html>



OTHER PRODUCTS



Nirma Lime Fresh Soap



Nirma Sandal



Nirma Rose



Nirma Washing Powder

OTHER PRODUCTS:



Nirma Detergent Cake



Super Nirma Washing Powder



Super Nirma Detergent Cake



Nirma Popular Detergent Powder

OTHER PRODUCTS:



Nirma Popular Detergent Cake



Nirma Shudh Iodized Salt



Nirma Clean Dish Wash Bar



Nirma Bartan Bar

Factsheet

Year of Establishment : 1969

Nature of Business : Manufacturer

Total Number of Employees : 1001 to 2000 People



CONTACT US

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