

## A NEW ROUTE TO BOOST REVENUE

The FMCG sector clocked double-digit sales growth despite lower volume growth.

All India	Volume growth in 2007 over 2006	Value growth in 2007 over 2006
Washing powder/liquid	-5	1
Talcum powder	-5	-2
Coffee	-4	12
Rubs/balms/muscle relaxants	-4	0
Hair oil and dressings	-2	-1
Toilet/bathroom cleaners	-2	0
Toilet soap	-1	1
Salt	-1	-1
Toothpaste/tooth powder	0	1
Tea	0	-1
Atta/wheat	1	1
Metal scourers	1	7
Jams	2	6
Toothbrushes	3	8
Detergents/washing soaps	3	10
Skin creams	3	6
Noodles/macaroni/vermicelli	5	-26
Milk food drinks	5	5
Sauce/ketchup	8	7
Shampoos	12	9

Source: IMRB