

Future Consumer launches an innovative homecare brand - PRIM Presents DIY smart products for a well-managed home

National, 13th March 2018: Future Consumer a new age FMCG company by Future Group launches, 'Prim' a smart home care brand. Prim offers innovative products that will help millennials manage their homes in a fast and effortless way. The range includes first of its kind products like **Colour Grabber, Magic Sponge, Fridge Odour Absorber** and much more. The products are designed in DIY (Do It Yourself) manner and are for the contemporary young consumer, who is looking for clever, efficient hacks for age-old problems of running a well-managed home.



'**Prim Colour Grabber**' is an ultra-absorbent sheet that absorbs colour bleeding from any cloth and prevents it from staining other clothes while washing. '**Prim Magic Sponge**' works like an eraser. Wet it in water and it will erase toughest stains of grease, crayon markings, dust on walls, doors, floor tiles and so on. '**Prim Fridge Odour Absorber**' is extremely simple to use and can be placed in the fridge or freezer to prevent transferring odour to other food items.

Speaking about the brand **Mr. Keshav Biyani, Head – Personal and Home Care, Future Consumer Limited** said, "Prim reiterates our aim to offer innovative products for new age consumers. It is a first of its kind smart homecare brand that helps you live a self-sustained life. Prim provides easy solutions to manage daily household chores in a simple and fast method. With Prim, consumers can ensure a well organised and clean home all the time."

Prim Colour Grabber is priced at Rs. 120, Magic Sponge at Rs.100 and Fridge Odour Absorber at Rs. 100. The products are available at Big Bazaar, Big Bazaar GEN NXT, Easy Day, Heritage Fresh, Nilgiris and HyperCity stores PAN India.

ABOUT PRIM

Prim, as a brand, stands for innovative, new ways of managing home – in sharp contrast to the drudgery and labour that traditionally defined such work. Prim offers innovative products that are DIY (Do-it-yourself) and convenient. Prim offers products that helps you clean, organize, store and manage your home effortless. Prim products are for the contemporary young consumer, who is looking for clever, efficient hacks for age-old problems of running a well-managed home. The brand offers a range of wipes, cleaning sponge, fabric care products, odour/moisture removers & food storage solutions. At Prim, we are always on the hunt for the next innovative & smart product that can help you solve an old problem in an easy, breezy manner.

ABOUT FUTURE CONSUMER LIMITED (FCL)

Future Consumer Limited (FCL), a part of the Future Group, operates in the Food and FMCG space with 27 brands in over 65 categories. FCL is constantly expanding its already existing vast portfolio of established Food & FMCG brands. Currently it caters to various categories such as Basic Foods, Ready to Eat Meals, Snacks, Beverages, Personal Hygiene Care and Home Care. FCL has also set up India Food Park at Tumkur, Karnataka in partnership with the Ministry of Food Processing Industries, Government of India. Spread in 110 acres of land, this state-of-the-art food park facilitates end-to-end food processing along the value chain (grading, sorting, pulping, packaging & distribution) from the farm to the market.

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