



Future Consumer Limited launches laundry detergent 2.0 - VOOM !

India's only fashion first fabric care brand

National, 15th July 2019: Future Consumer Limited – one of India's fastest growing new age FMCG companies introduces a unique fashion-led laundry detergent – VOOM! The FMCG 2.0 company has partnered with the Group's fashion arm Future Lifestyle Fashions to co-create 'Voom' - India's only fashion-first fabric care and laundry brand. Voom is co-developed by fashion experts behind leading brands like fbb, Lee Cooper, Buffalo and Cover Story to name a few; who possess a deep understanding of the nuances of fabric care.

Keeping fabric-care at its core, Voom has been developed thoughtfully in chemical labs, and designed in fashion studios to ensure that the clothes you love, get the love they deserve. As a detergent 2.0, Voom goes way beyond meeting the base requirements of a laundry product - of removing stains and whitening. All new Voom understands the importance of maintaining the shape, shine and color of the fabric just as it was, when it was bought from the store shelves. Ensuring no compromise on quality, Voom products are tested on 100+ types of fabrics by product testing and certification company – Intertek headquartered in London.

With a variety of fabric liquids that understand all kinds of different fabrics and fashions, Voom is made with ingredients sourced from global industry leaders like Mane, Millken, Firmenich, BASF and Novozymes. Voom is currently available in Liquid Matic for Front Load, Top Load, and Bucket Wash, priced at special offer prices of Rs. 149, Rs. 139, and Rs. 119 respectively. The product has a Pro Colour Formula with long lasting fragrance to ensure what you wear always looks new and bright, Shape Defense Technology to ensure that your fashion and fit are impeccable and Expert Shine Protection, so that your outfits always sparkle.

Ashni Biyani, Managing Director, Future Consumer Limited says, "We are happy to introduce a first of its kind product that goes beyond just a traditional detergent brand. Future Consumer is part of a Group that sells the maximum number of garments in India every year; which is why we understand the importance of providing the right fabric care product for your clothes. Voom is the answer to the fashion needs of new-age India. If you love your clothes, you are definitely going love Voom."

Voom is available at your favourite fashion store like fbb, Central and Brand Factory. Customers can also walk-in to any Big Bazaar, Big Bazaar GEN NXT, Easyday Club, Aadhar and Heritage Fresh stores in the country and grab a bottle of the latest in fabric care – Voom!

Love Clothes, Love Voom!

ABOUT FUTURE CONSUMER LIMITED (FCL):

Future Consumer Limited (FCL), a part of the Future Group, operates in the Food and FMCG space with 30 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.

FOR MORE INFORMATION, CONTACT:

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