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<p>KARACHI (PR) ♦ Reckitt Benckiser Pakistan is celebrating over 60 successful years in Pakistan. On this occasion, the company has unveiled plans for another big investment in the form of a new manufacturing facility in Karachi. </p>

<p>{loadposition content_adsense300}Speaking at the ground breaking ceremony of the new factory, Salvatore Caizzone, Executive Vice President of Reckitt Benckiser Group said ♦Our Company♦s vision is a world where people are healthier and live better. This investment decision reaffirms our commitment to providing Pakistani consumers healthier lives and happier homes♦.</p>

<p>Mr Caizzone said RB Pakistan is going to set up a manufacturing facility in Karachi, regardless of the persistent energy crisis in the country. ♦Decisions like these are not taken for the short term. We♦re investing heavily in Pakistan because we have a positive outlook on this country,♦ he said.</p>

<p>♦We expect that this factory will create more jobs and will further cement RB Pakistan♦s standing as a manufacturing and export hub within the RB world♦ Mr Caizzone said. Reckitt Benckiser♦s existing Mauripur plant already exports products to a number of countries around the world in the Middle East, Far East, Africa, Latin America, European Union and Australia.</p>

<p>♦We have a very positive outlook for the country and Pakistan remains a very important market for Reckitt Benckiser. Pakistan is the world♦s sixth largest nation, has a growing population that is very young and a middle class that is visibly emerging and has more spending power today than it did five years ago♦, Mr Caizzone commented.</p>

<p>He acknowledged that Pakistanis are passionate, driven and talented individuals who are able to outperform in any challenging environment. Therefore, Pakistan is a major export hub of talent in RB World and every year 8 to 10 employees are

exported to various markets globally.</p>

<p>Every year RB contributes over Rs 1.7 billion to the exchequer in the form of Customs Duty, Sales Tax, Federal Excise and other related taxes. It has a factory in Karachi and regional offices across Pakistan and provides employment to about 5000 families via its large sales and distribution network.</p>

<p>RB Pakistan is a consumer goods company engaged in the manufacturing and marketing of leading brands like Dettol, Mortein, Veet, Harpic, Strepsils, Gaviscon, Cherry Blossom, Disprin and Durex. It is a subsidiary of Reckitt Benckiser Group Plc, a global consumers goods leader in Health, Hygiene and Home, having operations in over 60 countries and headquartered in the UK.</p>

<p>Courtesy: The Nation</p>