

GTC Ind plans low tobacco cigarettes

Corporate Bureau

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GTC Industries Ltd is planning to enlarge its product basket with more innovative products like flavoured cigarettes and cigars.

Speaking to the media here on Tuesday, director, sales and

marketing, Amar Sinha said that the company is introducing low tobacco cigarettes for the first time in the country.

Christened 'Loe Tabac', the cigarette will have 25% less tobacco content, which reduces the toxins to the tune of 62%, Sinha claimed basing on their studies.