

Indian firm Reliance inks strategic partnership with Sri Lankan biscuit brand Maliban

03 February 2023 | News

Partnership to enable access to globally recognised product portfolio



Partnership to enable access to globally recognised product portfolio

Reliance Consumer Products Limited (RCPL), the FMCG arm and a wholly owned subsidiary of Indian firm Reliance Retail Ventures Limited (RRVL), has announced a strategic partnership with Sri Lanka headquartered Maliban Biscuit Manufactories.

Maliban, a heritage brand and household name in Sri Lanka, is a pioneering biscuit manufacturer well known for last 70 years for its range of quality products including biscuits, crackers, cookies and wafers. In addition, the company has expanded its products reach to global markets and exports to over 35 countries across 5 continents.

With this partnership, Reliance and Maliban will develop unique value propositions that will strengthen RCPL's portfolio in the biscuit segment.

Speaking on the association, Isha Ambani, Executive Director, Reliance Retail Ventures Limited, said, "With a leading market position, Maliban has deep-rooted heritage and credibility. With this strategic partnership between RCPL and Maliban, we will not only be strengthening our FMCG portfolio through a great brand but will also be able to offer an excellent value proposition through quality products to our Indian consumers."