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Assignment for 1st mid

Subject- Dissertation (Com-cc-421)

**Title- "Consumer Buying Behaviour Towards
Hindustan Unilever Ltd. Products (Special
Reference To Personal Care Products)"**

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Introduction of Hindustan Unilever Limited

① Company Overview

- Incorporated - 1933
- Industry - Consumer Goods
- Headquarters - Mumbai, Maharashtra
- Key People - Nitin Paranjpe (President), Sanjiv Mehta (Chairman & M.D.)
- People - 16000 Employees including 1500 Efficient Managers
- Turnover - 25,206 CRs.
- Reach - 6.4 Million Retail outlets.
- R&D centres - Mumbai & Bangalore, India.
- On any give day, two billion people use Unilever products to look good, feel good and get more out of life (26% of the world population).
- 9 out of 10 Indians uses an HUL products on a daily basis.
- Ranked No.1 in India on the forbes list of the world's most innovative companies 2017.
- In India 18000 People work for Unilever out of which 30% are women.