

Headline: The First Ever, HIT Magic Expert Piramida

Description: Godrej Indonesia launched its first pyramid-shaped mosquito coil, Hit Magic Expert Piramida...

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Godrej Indonesia launched its first pyramid-shaped mosquito coil, Hit Magic Expert Piramida. Through its new innovation, Godrej Indonesia also claimed that the product is safer than other mosquito coils. Akhil Chandra, President Director, Godrej Indonesia said Indonesia's home insecticides market is worth of IDR 5 trillion, IDR 2 trillion of which comes from the coil segment. Therefore, the company sees a huge market potential for the product in the country.