

P&D Creative Co., Inc retail arm - EffectiveClean LLC. and Vibhava Laboratories Ltd. officially launch "effective" at press conference in Bangalore - South India on Dec. 6th 2012.







briefs

VIBHAVA-EFFECTIVE IN DETERGENT TIE-UP

Hubli: Hubli-based Vibhava Group on Tuesday said it had entered into a strategic partnership with US-based Effective Clean, LLC, a maker of laundry detergents, to introduce the latter's specialized Effective detergent for washing machines. Vibhava Group CEO Nandakumar and Effective Clean CEO Paresh Shah said the detergent is highly concentrated but also colour-safe and biodegradable.

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