

Unilver names Kreol Group as regional TR distributor



Lal Arakulath, CEO of Kreol Group

Kreol Group has revealed this week that it has been appointed the regional travel retail distributor for Unilver, for the Indian subcontinent, Africa, and select Arabian Gulf countries including the Kingdom of Saudi Arabia.

"We will be focusing on the distribution of their beauty and personal care, and home care products," said Lal Arakulath, CEO of Kreol Group.

Kreol Travel Retail distributes a diverse portfolio of products including confectionery, beverages, Toys, and P&C. The retailer works with all the major duty free operators in the Indian subcontinent, Arabian Gulf, and Africa. They are also a long-time joint-venture partner with Dufry in India for Cochin Duty-Free.

"We look forward to working closely with Unilever in developing their travel retail channel," said Arakulath. "As a channel, travel retail has its own peculiarities in everything from assortment selection to promotional mechanisms. Working with such a large global brand house like Unilever,

being purposefully mindful about product-channel fit is key, and this is precisely the tailor-made approach with which we service all our retail partners."



Aseem Puri, CEO, of Unilever International

"With travel opening up across the world, we are looking forward to serving travelers with our world-class and trusted brands in partnership with the Kreol Group," said Aseem Puri, CEO, of Unilever International.

Unilever is one of the world's leading suppliers of beauty and personal care, home care, and foods and refreshment products, with sales in more than 190 countries and products used by 3.4 billion people every day. We have 148,000 employees and generated sales of €52.4 billion (US\$51.7 billion) in 2021. Over half of our footprint is in developing and emerging markets. We have around 400 brands found in homes all over the world - including iconic global brands like Dove, Lifebuoy, Knorr, Magnum, OMO, and Surf; and other brands such as Love Beauty and Planet, Hourglass, Seventh Generation, and The Vegetarian Butcher.