

# Marico relaunches Set Wet deodorants with Ranveer Singh

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AHMEDABAD: FMCG Major Marico Limited has re-launched its deodorants portfolio with Set Wet engaging Bollywood actor Ranveer Singh.

Launched by Paras Pharmaceuticals in 2005, Set Wet was acquired by British consumer goods company Reckitt Benckiser in 2010 before landing up with Marico in 2012.

Marico re-launched the brand in 2014 with the core offering of gels. Now, the Marico has come back with renewed focus on restaging the deodorants offerings as well under the brand Set Wet.



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Anuradha Aggarwal, Chief Marketing Officer, Marico Ltd said "Brand Set Wet was relaunched with a new positioning a year ago which has worked well for hair gels."

"With this re-launch, we have aligned the Set Wet deos to the new archetype. We have completely refreshed the deodorant mix - made the product more alluring, the packaging more distinctive and created a new disruption in the form of positioning as a day-time deo. Team Taproot Dentsu has managed to strike a fine balance between extending the gels positioning and making deos stand out in the cluttered deodorants market with a fresh life of its own."