



Press Release

## All new 'Mortein PowerGard' with best ever formulation for pest free homes

- *Mortein presents new range of PowerGard Coils, Liquid Vaporizers and Aerosols that are even more effective against all pests ( Mosquitoes , Cockroaches and Flies) found at home*
- *Available in a new pleasant fragrance*
- *Now available in improved packaging*

**17<sup>th</sup> August, 2010, New Delhi:** Mortein, India's leading pest control brand from the portfolio of Reckitt Benckiser has recently launched the all new Mortein PowerGard range of Coils, Liquid Vaporizers and Aerosols. These products are made from Reckitt Benckiser's best in class global formulations that work even more effectively against all kind of pests found at home.

- The Formulation on Liquid Vaporizers is one of the best in the markets and provides 7 times better protection as against regular vaporizers available in the market.
- The Mortein Aerosols offers an All Insect Killer that has the Power of 2 cans in 1 therefore consumer does not have to buy 2 separate Aerosol cans for mosquitoes and cockroaches.
- For the Coil consumers, Mortein PowerGard new combines best protection of great fragrance to enhance Coil usage experience.

Commenting on this initiative; **Mr. Chander Mohan Sethi, Chairman and Managing Director, Reckitt Benckiser, India** said that; "Reckitt Benckiser has always been associated with protection and care. This time with our mega brand Mortein we have come out with a further powerful formula to fight more effectively against all pests and guard our families."

The new formulation not only adds more power to the existing power brand but it also comes with a pleasant new fragrance that will leave your home fragrant and free of pests. In the past few years Mortein has become an indispensable part of all Indian households where it has partnered with the housewife to provide a safe, pest free environment at home.

All new Mortein PowerGard Coils, Liquid Vaporizers and Aerosols are now available in premium packaging. The Mortein PowerGard Coils is priced at Rs. 20/- Liquid Vaporizers is priced at Rs. 49/- for 45 nights and the combiPack at Rs 54/- only (Refill + machine) and the Mortein PowerGard aerosols is priced at Rs 55/- for a 150 ml can.