



**Sanitiser brewers**

LVMH, the world's largest luxury company, was one of the first companies to adapt its production line to make hand sanitizers for local hospitals and communities. Among the big and smaller alcoholic beverage companies producing sanitiser are Diageo, Anheuser-Busch, Radico Khaitan, a brewery in Goa called Goa Brewing Co, and former Aussie cricketer Shane Warne's gin distillery, among many others.

FMCG and pharma companies pushed forward plans to launch hygiene products including sanitisers, includes Dabur, CalvinKare (in ₹1 sachets) and Zydus Wellness-owned Nycil.

Leading sanitizer makers such as Hindustan Unilever (Lifebuoy), Reckitt Benckiser (Dettol), ITC (Savlon), Godrej and Dabur dropped prices of their brands by up to 70% in response to the government's notification on price cap.