

# Swadeshi Soap captures 26% market in Kerala

TRIVANDRUM.CO.IN.Aug.16,2011



Trivandrum, August 16: A humble beginning of a movement created a massive **revolution** in Kerala's toilet soap market.

The 'Swadeshi' soap, which is **made from** Ramacham and other herbals, now used by 100,000 people in Kerala and those who are marketing it earns atleast 20,000 per month by carrying a door-to-door marketing.

Dr. Jacob Pulickan said, "then salt by Gandhiji and now soap by us" to show the inroads of the impact created by the revolution of Swadeshi soap.

The numbers shows that the soap holds 26% of Kerala's soap market. The soap is made from 100% pure coconut oil while the other soaps holds a 20% mark.

A 100 gram Swadeshi soap bar costs Rs. 14 which is **a cheap** rate considering other available brands in shops.