



Women empowerment with the Pink Line at India Glycols' Gorakhpur manufacturing unit

As a major step towards women empowerment, India Glycols has taken a key initiative at its Gorakhpur manufacturing unit, wherein a country liquor bottling line has been dedicated to be run only by women employees. The line has aptly been named the 'Pink Line', and inauguration of the line was done on December 29, 2018, by the Cabinet Excise Minister of Uttar Pradesh, Jai Pratap Singh.

On the occasion, the Excise Minister addressed the gathering and awarded women employees based on their outstanding work performance. Currently, India Glycols produces the highest number of country liquor bottles in Uttar Pradesh and has secured 23 percent market share during December 2018.



The inauguration of the Pink Line — a country liquor bottling line to be run by only women employees at India Glycols' Gorakhpur manufacturing unit — by Jai Pratap Singh, the Cabinet Excise Minister of Uttar Pradesh