

《疫情之下，印度出现各种防疫智商税》

Even as ominous clouds of Covid-19 hang over the Indian economy, businesses are finding ways to make money.

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From turmeric milk to foot pedal dispensers, several Indian companies have in recent weeks launched new products or rebranded their existing offerings with a focus to lure customers who are worried about their health and are trying to maintain social distancing during the pandemic.

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For instance, on June 8, Noida-based milk products maker Mother Dairy launched a new turmeric flavoured drink, which it said helps boost immunity against the virus. "Turmeric contains curcumin, a flavonoid which supports a healthy immune response, thereby promoting general well-being," the company said in a press release.

???68????????????????Mother Dairy??



