

Figaro Olive Oil Expands Multipurpose Olive Oil Range with New Pack Formats

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Figaro Multipurpose Olive Oil, one of India's most recognised olive oil brands and part of Deoleo, the world's leading olive oil company, is expanding its Figaro Multipurpose Olive Oil range. The new pack formats are designed to offer greater flexibility across different usage needs.

The expanded range introduces new 250 ml and 500 ml PET bottles, alongside refreshed 45 ml and 100 ml PET formats. The new pack options cater to consumers with different usage patterns, from those who use smaller quantities to households with higher consumption.

With a presence in Indian households for over four decades, Figaro Multipurpose Olive Oil has built strong generational trust and recognition. The refreshed range builds on this heritage while adapting the portfolio to the way consumers engage with the brand today.

Across the four PET formats, the packaging retains Figaro's distinctive visual identity, with the Figaro logo, olive and oil-drop graphic and Figaro Multipurpose Olive Oil proposition prominently featured. The ergonomic bottle shape and flip-top cap are designed for ease of handling, while the side panel featuring "Jaitoon Ka Tel" adds a familiar Indian cue to the pack.

Satarupa Majumdar, Director, Marketing and Innovation for India at Deoleo, said, “As consumer needs and purchase habits continue to evolve, we are focused on making Figaro Multipurpose Olive Oil more accessible across different usage occasions and household needs. The new bottle formats reflect our consumer-centric approach, helping households choose what works best for them while retaining the quality and trust associated with Figaro Multipurpose Olive Oil. This refresh reflects our commitment to keeping the brand relevant to today’s consumers while building on its strong legacy in India.”