



Made in India Perfume Launch in New York

Why in News

- On February 14, 2022, '**Made in India**' perfume from **Kannauj, Uttar Pradesh** was launched in New York as part of the '**Azadi Ka Amrit Mahotsav**' event.

Key Points

- Consulate General of India Randhir Jaiswal unveiled the launch of perfume 'Vikas Khanna by Jigharana' in New York.
- It is worth mentioning that Kannauj is famous in the world for its special kind of perfume.
- This is probably the first time that the US will have an Indian perfume from Kannauj (UP).
- Jigharana's new perfume 'Vikas Khanna' is a unique blend of ingredients like clove, cardamom, nutmeg, sandalwood, jasmine and rose, which have defined the unique fragrance of India for centuries, the company said in its press release.
- Jigharana CEO said that the company will also launch a perfume dedicated to his hometown 'the perfume capital of India' Kannauj.

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