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Zandu Balm wins case against Moov

TIMES NEWS NETWORK

New Delhi: Kolkata-based FMCG company Emami said on Wednesday that it has won a disparagement case against RB (formerly Reckitt Benckiser) in the Supreme Court over a dispute between its pain-relieving ointment Zandu Balm and RB's Moov.

RB has been finally restrained by the Supreme Court from airing the Moov ad with the frames showing Zandu

EMAMI VS RB

Balm and the words "Jisme hai promukh balm ke mukable do guna jada active ingredients" (Moov contains twice the number of active ingredients when compared to Zandu Balm), the company said in a statement.

Emami challenged the product superiority claim made by RB at the Alipore District Court in Kolkata for infringement and disparagement. RB moved the Kolkata High Court and filed an appeal against the injunction as given by the lower court.