

COMPANY PROFILE

The Cycle Pure Agarbathi brand was established in 1948 by Shri N.Ranga Rao in Mysuru with the launch of Mysuru Products and General Trading Company. A visionary, he achieved a series of firsts in the incense manufacturing industry with Cycle Pure Agarbathi and developed products based on his conviction 'Quality backed by services will pay'.

Today, the group has offices in Bengaluru, Sri Lanka, Nepal and Bangladesh and N Ranga Rao & Sons Pvt. Ltd. has expanded into a sustainable business model with product ranges across air-care, home-care and much more. The company also extensively engages in philanthropy in women empowerment and education.