

# SUSUN INDUSTRIES

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Dated:

To

Dear Sir,

Please allow us to introduce ourselves. We, from "Susun Industries" are the proud manufacturers of LYRA, a unique range of high quality household cleaning products.

LYRA spans an all-comprehensive list of products including floor, glass and toilet cleaners; white, black and herbal phenyls and concentrated white phenyls; dish wash, hand wash, car wash, dish cleaning powder, bleaching powder, cleaning acid, multipurpose liquid soaps etc.

Our products are the brainchild of an experienced chemical engineer from Anna University. And befitting to it, they are on-par and even better than some of the best brands available in the market today.

The following are some of the instances that validate our claims.

**Liquid Detergent for Fabric Wash:** Lyra Liquid detergent is an excellent product to clean cloths, both by open and top loading machines and for hand wash.

Blend of high performance surfactants with mixture of enzymes to remove all types of tough stains. Because of its special surfactants, It foams well and all foams will vanish with small quantity of water while rinsing, thus saving more water and avoiding laborious multiple rinsing. Very thick, with pleasant odor.

**Toilet cleaner:**Our product is thicker and more powerful . Our product does not send out pungent acid fumes, like most of the leading brands and are therefore delightful for the customers.

**Floor cleaner:** Our product cleans and smells better than leading brands. It has powerful antibacterial properties and is suitable for all types of floors. We offer our floor cleaner in four perfume variants – jasmine, lemon, rose and lavender.

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**Multi purpose Liquid Detergent** :It is thick, acts like a shampoo and has a pleasant odor. Although it produces more foam, it uses less water to wash the foam away. It is a real multipurpose liquid and is suitable for dish washing, floor cleaning, car washing, fabric cleaning etc. Its moisturizing properties keeps your hands soft, and can therefore be used as a hand wash as well.

**White phenyl**: While most brands in the market indicate oil separation on sitting in shelves within 2 months, our products remain emulsified at least for a year. In other words, our products do not separate into oil and cream layers for a very long time. As a result, while other brands leave slippery textures on floor, our products give a very clean wash, almost as if it were washed with soap. Also, there are no pungent fumes consistent with most brands. Rather our products give out pleasing perfumes in three variants – lemon, jasmine and rose.

**White Phenyl Concentrate**: LYRA white phenyl concentrate is the best in the industry. It is a 100% concentrate and can be diluted up to 20 times in water, without the need for vigorous mixing. On adding just a few drops of the concentrate to water in a mopping bucket, rich white phenyl is produced for use as floor cleaner. Most importantly, this diluted mix on standing does not separate oil. Therefore it results in a very clean wash and does not leave slippery textures on the floor.

Please visit the websites [www.lyraproducts.in/](http://www.lyraproducts.in/) <http://www.indiamart.com/lyra> to take a look at our products.

We are currently supplying to major super market chains and all types of retail shops. We also supply to various hotels, hospitals, schools and colleges all over TAMIL NADU.

Our products have been received very well by all sections of consumers. Almost all outlets, we are selling at, have either repeated orders or have arranged recurring permanent orders with us.

Please call us for more details.

Thanking you,  
Mr. S. Senthamarai Kannan  
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