

DRL eyes dermatology segment in bid to boost market share

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Hyderabad, June 12: Betting big on the dermatology segment, Dr Reddy's Laboratories is looking to increase its share with a pipeline of new products for the Indian market, and break into the top-five club in the country over the next five to seven years.

"We hope to see a 15-20% growth in the dermatology segment over the next five to seven years as there is huge potential," Alok Sonig, senior vice-president, head, India business, Dr Reddy's Laboratories, said after launching Melgain lotion, said to be the first peptide-based drug for vitiligo, which is in-licensed from Issar Pharmaceuticals.

The company already has products for haircare and skincare. Besides dermatology, the

company is also eyeing other segments such as gastroenterology, pain management, urology, rheumatology, nephrology and other lifestyle disorders for developing its business in the domestic market.

Vitiligo is a skin disease that leads to white patches on the body due to the loss of the normal skin pigment called melanin. It is a common disease that affects all races, and is estimated to affect about five crore people in India. The medication has been launched in partnership with Hyderabad-based Issar Pharmaceuticals to increase access to a novel treatment for vitiligo patients in India.

The company reported a 5% y-o-y muted growth in its Indian business in the last quarter, which was hit due to the new pricing policy.

Company