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Elder Pharma to flex muscle in nutraceuticals

OUR BUREAU

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Fresh from its ₹2,004-crore deal with Torrent Pharmaceuticals, the Mumbai-based Elder Pharmaceuticals will now focus on growth of its own existing brands to further strengthen its position in the growing nutraceutical segment and enter new therapeutics areas.

Elder Pharma is now looking beyond its calcium supplement Shelkal and plans to strengthen its remaining brands, including Eldervit and Somazina, and position further in the nutraceuticals by launching more products.

The company would concentrate and build on its domestic business of anti-infectives, strengthen its in-license portfolio and grow its business in the UK and Europe. It would also explore the possibility of entering new ther-

apeutics areas, said Alok Saxena, Chairman and Managing Director, on Tuesday.

Elder Pharma's own brand Eldervit, with sales of over ₹40 crore, has been the driving force in the last couple of years. Phytomega, an in-licensed brand, Formic (anti-biotic) Oxoferin and Tantum are also expected to boost revenues.

Apart from nutraceuticals, the company plans to concentrate and build on its domestic business of anti-infectives. Elder Pharma's anti-infectives division has been contributing more than 10 per cent to the total revenue and has been registering annual growth of more than 12 per cent.

The company has the highest number of in-licence agreements, about 25, in the domestic market, he added.

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