

Himalaya Drug Company set to launch more personal-care products for men

Expects this segment's revenues to overtake pharma's

OUR BUREAU

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Riding high on growth in the personal care segment, Himalaya Drug Company will launch two more products in the category.

The personal care business

contributes the highest share (about 38 per cent) to the company's total turnover of ₹1,450 crore.

Himalaya aims to increase revenue share from this category by launching products in the men's grooming segment this year.

"We are the No. 1 in the personal care segment, particularly in the women face wash. In the next one year, we will launch new products in hair care and skin whitening for

men's grooming," said Philippe Haydon, Chief Executive Officer.

For the company, personal care segment has been growing at 30 per cent for the past few years.

"In 2002, it was 10 per cent of the total revenue, while 90 per cent came from pharma products. But in the next few years, we expect it to overtake pharma revenues," he added.

The company's new invest-

ments will go for three key areas— research and development, infrastructure and human resource.

In the coming years, it will increase investments in human resource and double its man power.

However, in the pharma space, Himalaya would increase focus on oncology and HIV-AIDS related therapies.

The company has several products in the pipeline for these segments.

Company