

# GSKCH evaluating Physiogel, NiQuitin products for India

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Chennai

GLAXOSMITHKLINE Consumer Healthcare plans to bring in more products being sold by the parent company globally to expand its portfolio of over-the-counter products in India. Skincare brand Physiogel and anti-smoking product NiQuitin are among the ones being evaluated for India launch.

Physiogel is a skincare brand of Stiefel Laboratories with products like moisturisers, cleansers, lotions, shower creams and sunscreen lotion.

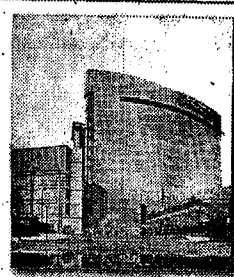
Stiefel, the US-based pharmaceutical company that GSK acquired in 2009, is a leading name among dermatological product manufacturers and its products are available in 132 countries. Along with wellness and dental care, skincare is one of the main verticals for GSK globally.

NiQuitin is a nicotine replacement product and is available in patches, gums and lozenges.

"We are evaluating the market to bring in these products. But we have not finalised when they will be launched," said Jayant Singh, executive vice-president for marketing at GSKCH.

The company will also take a call on whether to sell these products through grocery and departmental stores or pharmacies at the time of launch.

GSKCH currently has crocin, the paracetamol brand, antacid Eno, pain reliever Iodex and dental care brand Sensodyne in the OTC category in India,



## Expansion plan

■ GSKCH currently has crocin, antacid Eno, and Iodex in the OTC category in India

■ The firm is yet to decide on whether to sell products through grocery stores or pharmacies

■ The company is expanding its distribution network to cover one million stores by 2015

which are growing at a rate of 15 to 16 per cent. Despite being present in 40 countries, India is the second largest market for Eno after Brazil. Sensodyne was introduced in India just a few years back.

"OTC products are a focus area for us. The company is expanding its distribution network to cover one million new stores by the end of 2015. This will also strengthen our presence in the north and western markets. Along with the bigger brands in nutritional drink category like Horlicks, the OTC products too will be pushed through these retail stores, which include departmental stores, mom and pop shops and pharmacies," said Sidharth Singh, EVR, sales, GSKCH.

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