

Third Time Lucky In its third such acquisition within six months, Piramal Enterprises will spend ₹110 crore on deal towards expanding its consumer products portfolio

Piramal Acquires 4 Pfizer Brands

What's the Prescription?



PFIZER'S TARGETED BRANDS INCLUDE...

FERRADOL
Child nutrition supplement
NEKO
Medicated soap
SLOAN
Pain reliver
WATERBURY'S
Cough syrup compound

PIRAMAL HAS ALREADY ACQUIRED...

- 5 OTC MSD Pharmaceuticals pain relief products for ₹85 crore in December 2015
- Little brand that sells baby accessories across India in November 2015

“The company's consumer products division currently ranks 7th in India but we aim to be a 'top three' player in the over-the-counter market by 2020. Acquisition is one of the important routes

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Executive Director, Piramal Enterprises

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Mumbai: Piramal Enterprises is acquiring four brands of US drug maker Pfizer for ₹110 crore, the third such acquisition by the Mumbai-based company in the past six months, in line with the strategy to expand its consumer product business.

The company, part of Ajay Piramal-led Piramal Group, on Friday said it will acquire Pfizer's child nutrition supplement Ferradol, medicated soap Neko, pain reliver Sloan and cough syrup Waterbury's compound in a market that is estimated to be ₹7,000 crore. “Our aim is to be a significant player in every business under the healthcare vertical of Pi-

ramal Enterprises Limited,” said Nandini Piramal, executive director, Piramal Enterprises. “The company's consumer products division ranks 7th in India, but we aim to be a 'top three' player in the OTC (over-the-counter) market by 2020.

Co will acquire Ferradol, Neko, Sloan, Waterbury's compound

Acquisition is one of the important routes to help us achieve our goal,” she said.

The company had in December 2015 acquired five over-the-counter products of MSD Pharmaceuticals in the pain relief category for ₹95 crore. A month earlier, it had acquired the brand Little, which sells various baby accessories in India.

Company