

## ■ Elder Pharma Looks to Expand in Skin Care Segment



**MUMBAI** Post-Torrent deal, a much leaner and better leveraged Elder Pharmaceuticals Ltd has set in motion a process to expand its footprint in the ₹4,000-crore dermatology segment in a big way. The company already had some presence in skin care category but with a slew of new launches it plans to grab a market share of 4-5% in each sub-category, Elder Pharma said in a statement here. Skin care has always been a segment characterised by global MNCs like Unilever, P&G, Revlon, Lakme, Amway, Olay, Artistry, Garnier and L'Oreal as well as local players and thousands of small units in unorganised category, each vying for a dominant presence through adoption of a combination of marketing strategies and product differentiation. The growth of 20% in the skin care segment comes not only from urban areas but also semi-urban and rural pockets where a wide distribution network and judicious pricing policy are very important.

*Embany*