



JOINTFLEX is exclusively designed to address the joint pain segment and is a complete joint care product. JOINTFLEX has been a preferred brand in the US for over 20 years now and also helping consumers in 15 other countries. In India, it comes as an ayurvedic formulation.

Speaking about the expansion, Mr. Subodh Marwah, CEO, Strides Consumer Private Limited said, "Today, the consumer healthcare sector in India is valued at \$ 3 Bn and expected to witness a twofold growth by 2024. It is set to redefine itself with the increasing knowledge about preventative healthcare among customers and need for niche customer-centric products. In such a scenario, it is imperative for any brand to deliver a proven solution in order to achieve high customer confidence. And, this is perhaps what we want to deliver to our customers through our products. Our expansion into the new geographic sphere testifies our vision to take our brand and products to every customer in the nation. Our products NIXIT and JOINTFLEX are based on advanced formulations with extensive research to ensure we cater to the requirements of every consumer."

Backed with a wide distribution network, SCPL is currently present in all the states of southern, eastern and northern regions. With today's expansion, it aims to reach out to all the parts of western India with similar and robust distribution strategy.

NIXIT Gum comes in two strengths – 2 mg for light smokers and 4 mg for heavy smokers, priced at Rs 49 and Rs 55, respectively. JOINTFLEX comes in two packs – 15 g and 30 g, priced at Rs 65 and Rs 120, respectively. NIXIT can also be ordered through Amazon, e pharmacies and [www.nixitindia.in](http://www.nixitindia.in).