

Sun Pharma focuses on dermatology to boost OTC business

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As part of its plans to grow the Global Consumer Healthcare business, Sun Pharma will focus on Dermatology as the fourth engine of growth for its OTC business. As part of this growth strategy, the company today announced roll-out of its first dermatology product through the Global Consumer Healthcare business. Branded as Suncros, this is a sunscreen product, offering maximum protection from harmful UV rays till the inner layers of the skin.

Currently marketed as a branded prescription product with proven product efficacy has made it the No 1 sunscreen brand to be recommended by dermatologists in the country, Sun Pharma now launched select variants to market directly to consumers. The Suncros range has a highly differentiated product mix that provides an offering for all skin types along with superior benefits of matte finish which ensures non greasy texture, water resistant formulation and 6- 8 hour substantively.

Currently, Sun Pharma's Global Consumer Healthcare business in India markets dietary supplements, analgesics and antacids. The business division's entry into dermatology category offers Sun Pharma's OTC business a larger play into fast moving consumer goods category. Sun Pharma entered the Consumer Healthcare / OTC Business as a result of Ranbaxy's merger into Sun Pharma. It is a high margin, high growth business which the company want to use as a base to create a global consumer entity. The company is evaluating various options to grow the business including foray in new products categories and potential inorganic opportunities. As part of its business plans to drive Suncros growth in India, the company will co-promote the brand across both prescription & consumer channel. This first-time unique co-promotion strategy will ensure that the brand reaches out to a larger section of new consumers while ensuring its legacy customers are equally serviced.

Commenting on dermatology as its new engine of growth Mr Subodh Marwah, Business Head - Global Consumer Healthcare, Sun Pharma said, "Our foray into the dermatology category is an indicator of the focus and importance Sun Pharma assigns to grow the consumer healthcare business. Suncros offers a unique opportunity to foray into the fast growing sunscreen category and once again repeat our success story in the topical analgesics category. With Suncros being

marketed directly to consumers, we are now expanding consumer's access to the country's No 1 dermatologist recommended sunscreen brand."

Elaborating on the significance of the co-promotion strategy to drive Suncros growth in India, Mr Abhay Gandhi, CEO - India Business, Sun Pharma adds, "Sun Pharma has the largest distribution bandwidth in the prescription business. This will be extensively leveraged to co-promote Suncros brand amongst dermatologists. We believe that our unique first-time co-promoting strategy to market Suncros across both prescription and consumer channels will ensure that the brand continues to receive traction amongst its legacy customers as well as ensure addition of new consumers through the OTC business to drive desired growth for the brand."

The company has also signed former Miss India and Bollywood Actress Ms Dia Mirza as Suncros' brand ambassador. Dia's engagement will be supported through an integrated marketing campaign that will aim to reach over a million consumers within the first month of roll-out. The company has also planned an innovative television campaign for Suncros featuring Dia Mirza. Commenting on her association with Suncros brand, Dia Mirza said, "My profession demands that I look flawless at all times, be it in my role of an actress, model, producer or TV show host. I am constantly on the move and for me there is only one rule to keep my skin healthy, I never step outside without a sunscreen irrespective of the weather conditions. Suncros is the perfect shield to my skin from harmful effects of UV rays throughout the year."