

Piramal launches throat spray

02 March 2016 | News | By BioSpectrum Bureau

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Piramal Enterprises Consumer Products division recently announced the launch of India's first ever Benzocaine based throat spray - 'Throatsil', a sore throat pain relief product. It is currently launched in two markets of Southern India namely-Chennai and Coimbatore.

Throatsil comes in a unique spray format which helps reach back of the throat. It has a 3 in 1 Action that gives relief from throat pain, fights throat infection and soothes cough. The product contains Amylmetacresol BP & 2 and 4-dichlorobenzyl alcohol which helps reduce infection in the throat and Benzocaine which is like a local anesthetic commonly used as a topical pain reliever or in cough drops.

Mr Kedar Rajadnye - president and chief operating officer, Consumer Products Division, Piramal Enterprises said, "We have always believed that the consumer is empowered to take his/her own decision. Our products in the OTC category essentially target the problem solving space and help the consumer solve problems that disrupts their day-to-day lives. Our recent launch - Throatsil caters to the unmet need for sore throat relief in the self-care space. Environmental changes, pollution and contamination of air have led to frequent throat infections. Throatsil will help consumers achieve quick recovery and return to their regular lifestyle."

Increasing levels of air pollution and spread of infections in an urban lifestyle are known to be some of the main reasons for various respiratory infections. Exposure to particulate matter can cause sore throat pain, which causes irritation, and can cause mild discomfort to severe pain in throat.

The National Ambient Air Quality Standard for PM10 for residential, industrial and rural areas is 55 ug/m3. However, the same level for Chennai and Coimbatore was found to be higher, at 67. 72 ug/m3. This study and research has led to the test launch of Throatsil in these cities.

"Our study and research shows that Tamil Nadu is second largest state in India affected with throat infections. Hence, we have chosen two cities in the state - Chennai and Coimbatore to conduct our test launch," added Mr Kedar.

Throatsil is available at an Rs 149 for 45ml in menthol flavour.