

Piramal Enterprises acquires Digeplex and associated brands for its consumer products business

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Piramal Enterprises' Consumer Products Division announces the acquisition of Digeplex and associated brands from Shreya Lifesciences.

Piramal Enterprises Limited is an Indian multi-national business conglomerate expands its Gastro-Intestinal Product Portfolio with this acquisition.

It is complementary to its existing brands - Polycrol and Naturolox, in the GI segment and these brands hold rich legacy amongst consumers across India.

Nandini Piramal, Executive Director, Piramal Enterprises said, "Our aim is to be a significant player in every business under the Healthcare vertical of Piramal Enterprises Limited. Acquisition is one of the important routes to help us achieve our goal and in the last 2 years, we have completed three acquisitions in the Consumer Products business, itself.

According to her, the company believe Digeplex and its associated brands are a strategic fit for their product portfolio that will help them to move closer towards their stated objective. The combination of organically growing their existing core brands and strategically acquiring accretive brands has helped them create a powerful portfolio of OTC brands in India.

Kedar Rajadnye, COO - Consumer Products Division, Piramal Enterprises said, "Today's consumers lead a fast and hectic lifestyle, which coupled with stress and infrequent food habits, tends to take a toll on their digestive wellbeing. As per AIOCD October 2017 data, the Gastro Intestinal market in India, which addresses the constipation, diarrhea and appetite stimulant categories, is almost INR 13,000 Crore market and has grown at around 11% yearly.

"We already have a well-established antacid brand – Polycrol, and Naturolox, an Isabgol husk based brand which helps in treating constipation. With these additions, our basket of offerings in the Gastro Intestinal market will become larger. We expect these brands to leverage the strong sales and distribution capability that we have built over the years and help us improve our profit margins. This brand has a huge potential to become a power brand in its category." He believed and said