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Emcure Pharmaceuticals launches OTC portfolio with Galact supplement

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By **Shraddha Warde** | March 12, 2024



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WordPress post #31032

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Emcure Pharmaceuticals, an Indian pharmaceutical company with a strong focus on women's healthcare, announces its entry into the over-the-counter (OTC) market, with its product Galact. Prescribed by healthcare professionals for more than 20 years, Galact will now also be available as an over-the-counter (OTC) offering.

Enriched with the potency of Shatavari and six other herbs, Galact is meticulously formulated to boost breast milk production for mothers. Shatavari is also known to enhance a baby's weight, and sleep pattern, leading to better immunity, while a key ingredient, Yashtimadhu, helps in enhancing cognitive function, memory, and concentration, thereby assisting in improving a baby's IQ. Following the launch of Galact, Emcure will be able to introduce a diverse array of OTC products catering to the unique needs of women.

Speaking on the occasion, Namita Thapar, full-time director, of Emcure Pharmaceuticals said, "Emcure has always focused on awareness, access, and affordability to strengthen women's health in India. The launch of Galact marks our efforts to redefine and further elevate the standard of women's health solutions. Our foray into the OTC segment focuses on empowering women across various life stages, starting with a portfolio tailored to their lactation journey. In India, only 64 per cent of mothers breastfeed their babies exclusively in the first 6 months. By making Galact available over the counter, Emcure aims to sensitise all mothers to practice exclusive breastfeeding for the first 6 months in line with the WHO and UNICEF breastfeeding guidelines. Emcure plans to introduce more products under the Galact brand."

The company has a deep ethos of generating awareness around women's health issues like anaemia, menstruation, and breastfeeding. With the launch of its renewed and redesigned Galact brand, Emcure aims to further the cause of breastfeeding and promote optimal nutrition for infants.

Read online: https://nuffoodsspectrum.in/news/7/20856/emcure-pharmaceuticals-launches-otc-portfolio-with-galact-supplement.html

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