

Cipla acquires 4 nutrition brands from Wanbury

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Cipla has announced the acquisition of nutrition products' portfolio from Wanbury Ltd. The company has acquired 4 brands: CPink, CDense, Productiv and Folinine to further strengthen its presence in women's health.

The nutraceutical products, to be sold under the 4 umbrella brands, would address various health needs for conditions arising due to nutritional deficiencies or insufficiencies. This includes supplements such as multivitamins, multi-mineral and antioxidants for adolescent girls, pregnant and lactating women, women going through menopause and for male and female reproductive health.

Nikhil Chopra, Head India Business, Cipla Limited, said: "We are focused on strengthening our play in the women's health segment by amplifying our four-decade long presence in this category. Through this newly acquired portfolio, we shall be catering to a wide range of patient needs including nutritional deficiencies, bone health and sexual health".

As per (IQVIA MAT Dec'19), the above molecules previously commercialized by Wanbury Ltd have a market size of INR 3,100 Cr in India with sales value of INR 59.6 Cr.