

Emcure Pharma Strengthens its Derma Portfolio with the launch of Emcutix Biopharmaceuticals Limited

Pune/ Mumbai, October 28, 2024 – Emcure Pharmaceuticals Limited (“Emcure”), a leading Indian Pharma company, is set to cater to a growing dermatology segment in India with formation of a wholly-owned subsidiary, Emdutix Biopharmaceuticals Limited. As a part of this strategic initiative, Emcure's existing dermatology business will also operate under Emdutix. With a renewed focus and a dedicated team, the newly setup entity plans to significantly expand Emcure’s offerings. The focus will be on building a differentiated product portfolio including first-time launches designed to fulfil the unmet needs of the Indian dermatology market.

The market is seeing strong growth primarily driven by a growing population. As per IQVIA, the Indian dermatology market stands at \$1.84 Bn (MAT sales July 2024). The Indian consumers are becoming increasingly conscious of skin health, driving the need for both therapeutic and aesthetic skin care products.

Speaking on the future growth of dermatology, CEO and Managing Director of Emcure Pharmaceuticals Limited, Satish Mehta stated, “The dermatology market in India, is experiencing a significant surge in both value and unit consumption. Emcure is well-positioned to cater to the unmet needs of the Indian market. With a dedicated entity, Emcure aims to concentrate on developing and introducing both prescription and consumer dermatology solutions.”

Emcutix will be spearheaded by G. Sathya Narayanan, who brings with him over three decades of extensive experience in the dermatology sector, with his last stint as the Managing Director of Galderma for South Asia (including India). His notable career includes building some of the most iconic brands in prescription, consumer, and aesthetic dermatology.

Commenting on his new role with Emdutix, Sathya Narayanan said, “Emcutix represents a unique opportunity with derma care solutions for healthcare professionals, patients and consumers by developing a differentiated dermatology portfolio. Building on Emcure’s legacy of innovation, I look forward to building a portfolio of products that will make a meaningful difference in skin health in India.”

About Emcure Pharmaceuticals Limited: Emcure is a leading Indian pharmaceuticals company headquartered in Pune engaged in developing, manufacturing and globally marketing a broad range of pharmaceutical products. Known for its commitment to innovation, quality, and patient-centricity, Emcure is an R&D driven company that develops and manufactures a wide range of differentiated pharmaceutical products designed to improve patient health and well-being across several major therapeutic areas. Established in 1981, Emcure is ranked as the 12th largest pharma company in India in terms of Domestic Sales for MAT June 2024*. Emcure is present in 70+ countries globally including Europe and Canada.

**As reported by market research firm Pharmarack*