

## **Hamdard Expands Consumer Healthcare Portfolio, Forays Into Lifestyle Wellness Space**

*Hamdard (Wakf) Laboratories, today announced its foray into lifestyle wellness space by unveiling 'Nature Wonder' range of OTC products for lifestyle disorders*

**April 21, 2009 - [PRLog](#)** -- Hamdard (Wakf) Laboratories, one of India's leading Health & Wellness Company and a pioneer of Unani medicines with a robust pipeline of researched and patented unique formulations, today announced its foray into lifestyle wellness space by unveiling 'Nature Wonder' range of OTC products for lifestyle disorders. The 'Nature Wonder' range expands Hamdard's consumer healthcare portfolio, which straddles hero brands such as Safi, Cinkara and Joshina. Hamdard plans to double its OTC revenues to Rs 200crore over the next four years.

**Nature Wonder - Hamdard's Natural Answer to growing lifestyle ailments**

The Company unveiled today two new products – LIPOTAB, a 100% natural formulation for managing cholesterol problems and JIGREEN – a clinically tested 100% natural product for treatment of liver disorders including Hepatitis. Hamdard plans Eight (8) new products under the 'Nature Wonder' range over the next 2 years.

“An increasing proportion of India's population is today prone to lifestyle disorders such as heart disease, hypertension, obesity, diabetes, chronic liver diseases in early years of their life. 'Nature Wonder' products, which are natural, toxic-free and therefore safe to use, will give urban India clinically tested medicines to manage and alleviate their lifestyle disorders.” said Mr. Arshad Siddiqui, Chief Marketing officer – Hamdard (Wakf) Laboratories said,

“Our decision to expand the consumer healthcare portfolio is aimed to offer Unani products in contemporary formats to modern day consumers. At Hamdard with the help of modern research tools, pharmacological studies on herbs are being undertaken, old formulation are being revived and made more potent which has resulted in the development of new drugs. By mass marketing these formulations, we intend to extend the benefits of Unani medicine to more consumers,” said Mr. Asad Mueed, Ph.D., Director, Hamdard (Wakf) Laboratories.

**Four Pronged Growth Strategy – Target Topline growth by 67% over the next two years**

Hamdard, is targeting a revenue of Rs.500crore by 2011 through a four pronged strategy of introduction of new products, entry into new geographies, regaining former strongholds and brand extension of hero brands.

It will leverage the strong pipeline of researched and patented formulations to offer unique products. Additionally, Hamdard plans to mass market many of its patented formulation, so far retailed through the limited traditional Unani channels.

Hamdard has restructured its portfolio into three categories - Consumer products (including brands such as RoohAfza, Roghan Badam Shirin, Sualin, Chyawanprash, Pachnol), OTC products (brands like Safi, Cinkara, Joshina) and Traditional products (Non OTC).

“We are looking at introducing 10 new products across all 3 categories. Over the next twelve months, the company plans to take its portfolio of brands to new geographies both in domestic and international markets. We are adopting a 360degree approach to communication where advertising is accompanied with initiatives to engage the consumer,” Mr Siddiqui said.

Hamdard's current total sales stand at Rs.300crore with consumer products contributing 45%, and the share of OTC and traditional products being 35% and 20% respectively.

#### New Distribution strategy

Hamdard has also put in place a new distribution strategy under which each of the product categories are supported by independent distribution teams.

“Earlier, we had one distribution team taking our entire portfolio to all types of channels. That meant that many brands were not getting the attention that they should have been getting. We were not fully exploiting the potential of either our portfolio or the distribution channel. With the new distribution strategy, our brands are getting better distribution support, we are able to train our sales team better thereby increasing overall sales,” Mr Siddiqui said.

#### Hamdard (Wakf) Laboratories

Hamdard (Wakf) Laboratories, one of India's largest Health & Wellness Company, was set up in 1906 in the small by-lanes of the historic old Delhi. The company today is one of the largest OTC healthcare companies in India with over 600 OTC & ethical products including household brands like RoohAfza, Safi, Cinkara, Roghan Badam Shirin. It boasts of one of the largest Unani GMP certified and ISO 9001 facilities in the world.

Hamdard has grown into an institution devoted to provide health to all through promotion and development of Unani. A premier pharmaceutical house with a nationalist inspiration and a total indigenous base, Hamdard stands as a mission committed to serve the benefit the society. The company aims at touching life at various aspects of human welfare by way of imparting health education, conducting research on the therapeutics and drug of natural medicine, extending philanthropic services through the Hamdard National Foundation.

For further information, please contact:

Seep Gulati / Tanya Sachdev (Torque Communications Pvt Ltd)

Mobile – 9811544451 / 9810090754

Phone No. – 0120 – 4243844-8

Email – seep@torquemail.com / tanya@torquemail.com

--- End ---

Source	Torque Communications
Industry	Fmcg
Link	<a href="https://prlog.org/10221357">https://prlog.org/10221357</a>



Scan this QR Code with your SmartPhone to-

- \* Read this news online
- \* Contact author
- \* Bookmark or share online