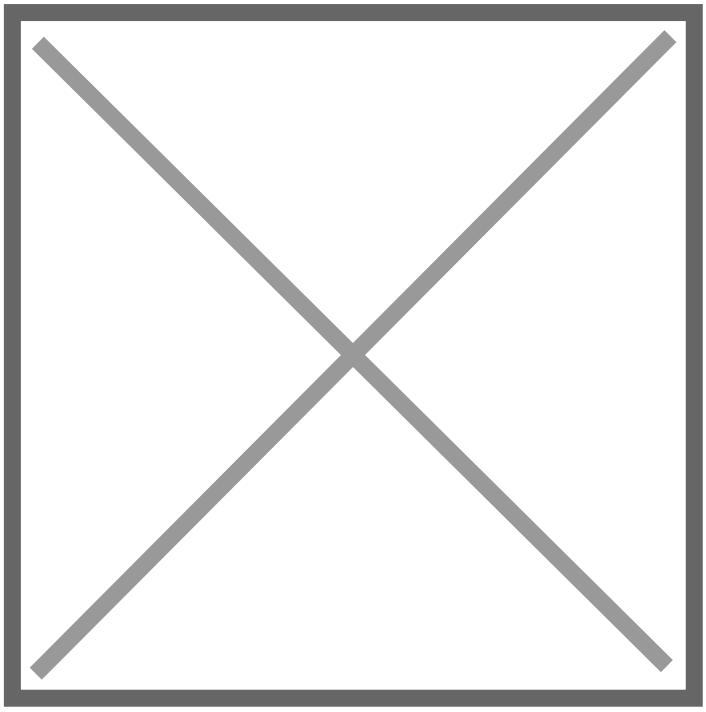
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Piramal Enterprises acquires the brand CALADRYLÃ?Â® in India

30 November -0001 | News | By BioSpectrum Bureau

Piramal Enterprises acquires the brand CALADRYLÃ?Â® in India



Piramal Enterprises Limited (Formerly Known as Piramal Healthcare Limited) today announced that it has acquired the over-the-counter (OTC) brand CALADRYL in India from Valeant Pharmaceuticals International, Inc.

The and CALADRYL in India was owned by Valeant Pharmaaceuticals International, Inc ("Valeant"). The rights to this brand were acquired by Valeant from Johnson and Johnson in the year 2012. CALADRYL is an anti-pruritic solution know for dermatosis and itching.

This acquisition enables Piramal Enterprises ("PEL") to widen its cpnsumer products portfolio in the skin care segment. PEL's current consumer products portfolio includes brands such as Lacto Calamine, Saridon, i-pill, Itchmosol and Supractiv Complete, along with niche market brands likePill, i-can, Jungle Magic, Tetmosol and Triactiv. The division has one of India's largest filed forces in the industry covering more than 100,000 towns.