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Alliance inks marketing agreement with Alniche Life Sciences

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To market and distribute the Nizral/Nizoral range of formulations



The healthcare group, Alliance, based in the UK is pleased to announce that it has appointed Alniche as its exclusive marketing partner in India to market and distribute the Nizral/Nizoral range of formulations. Transfer of the business was successfully concluded during September.

To demonstrate its commitment to the Indian market, Alliance CHC (India) Private Limited was incorporated during August 2020, with its office located in the bustling city of Mumbai.

Rajiv Ghildiyal, Alliance's Regional Business Director – Central Asia, Middle-East & Pacific commented, "With the acquisition of a great brand comes great responsibility, as we look to take over and maintain the long-standing quality, heritage and brand awareness built by our J&J colleagues over the past decades. Together with the marketing and distribution excellence of our local partner Alniche Life Sciences, we aim to consolidate and expand this awareness and reach beyond Metro's and Class A towns so that more of the Indian population can benefit from this time-tested remedy for scalp and related skin conditions."

Girish Arora, Founder and Managing Director of Alniche Lifesciences expressed, "Nizral is a welcome addition in our product portfolio. With Nizral's excellent brand equity and seal of quality Alniche is confident to build this brand to attain leader position in Anti-dandruff market."

Alliance acquired J&J's Nizoral range of shampoos in 2018 for the Asia Pacific region.

In 2018, Alliance further strengthened its consumer healthcare portfolio with the acquisition of medicated antidandruff shampoo and lotion (lotion currently only available in Japan), Nizoral, from Janssen Pharmaceutica NV (a member of the Johnson & Johnson group) for the APAC (Asia Pacific) region. This acquisition significantly increased Alliance's presence in the 15 countries where Nizoral is currently registered. In India, Nizoral is registered as Nizral 2% and Nizoral 1%, both part of this acquisition.

Nizoral's API, ketoconazole (antifungal) was discovered by Janssen in 1976. With more than 50 clinical studies carried out, it is one of the most widely prescribed anti-fungal medicine in the world, treating seborrheic capitis (dandruff), seborrheic dermatitis, pityriasis versicolor.

Image caption- Sitting (R-L): Mr. Alex Duggan - Chief Commercial Officer, Alliance Pharmaceuticals Limited, Mr. Girish Arora - Founder & MD, Alniche Life Sciences, Mr. Rajiv Ghildiyal - Regional Business Director, Central Asia Middle East and Pacific, Alliance Pharmaceuticals Limited, Ms. Ritu Hasija - Director Corporate Affairs, Alniche Life Sciences, Standing: Alniche Life Sciences Leadership Team