

## **Clensta partners with Cipla to improve access to personal hygiene**

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### **To redefine the hygiene and cleanliness in ICUs**

Clensta International, an IIT Delhi partnered healthcare start-up revolutionising the personal hygiene space, recently announced the extension of the marketing and distribution partnership with Cipla for its waterless technology products.

The deal will redefine the hygiene and cleanliness for patients in hospital setups, primarily focusing on ICUs where patients don't have easy access to bathing and likewise, government and defence forces who are located in remote locations and cannot take baths easily.

Cipla will run an intensive marketing drive to educate the right buyers as planned.

Puneet Gupta, Founder, and CEO, Clensta International said, "The strategic partnership with Cipla is an important step in our journey to redefine bathing without exhausting water. We see significant synergies between the two companies especially on brand relationships and consumer experience."