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Hamdard launches Roghan Badam Shirin capsules

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The 100 per cent vegetarian capsule are priced at Rs 600 for 60 capsules



Hamdard Laboratories (Medicine Division), has launched capsules of Roghan Badam Shirin in a 100 per cent vegetarian capsule format. The move comes after expanding its OTX range and Unani medicines with 13 product launches.

Hamdard Roghan Badam Shirin Capsules are a healthy blend of the goodness of Unani practice and 100 per cent sweet almond oil. The new format provides health benefits to consumers, but the ease of consumption and carrying the capsules, in a convenient format is its USP. Targeting the digital natives, the benefits of the capsule and the story of the ‘Health on the go’

initiative is told through a creative digital campaign and digital posts. Launched on various platforms, including Hamdard's social media handles, the company continues to build on its campaign 'Shine Like No One' and launched a new digital film to spotlight its USP.

Hamdard Roghan Badam Shirin Capsules are priced at Rs 600 for 60 capsules and are readily available through Modern Trade, Chemists and leading e-com sites including 1 mg, Nykaa, Amazon, Pharmeasy, Healthmug.