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JB Pharma acquires four paediatric brands from Dr Reddyâ??s Labs

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The total covered market size of four brands, Z&D, Pedicloryl, Pecef and Ezinapi combined, is Rs 1800 crores



JB Pharma has announced its third acquisition of four brands in the calendar year in the paediatric segment – Z&D, Pedicloryl, Pecef and Ezinapi from Dr Reddy's Laboratories.

All the acquired four brands have their specification in their respective segments.

- **Z&D** DS 20 Suspension is a market leader in the zinc sulphate molecule category, used as a nutritional supplement for boosting immunity and for gut related disorders in children, primarily in diarrhoea.
- **Pecef** (Cefpodoxime Proxetil) and **Pecef Duo** (Cefpodoxime Proxetil + Clavulanic Acid Potassium Salt) acquired, have a wide range of SKUs to cater to bacterial infections as well as RTIs (Respiratory Tract Infections) in children.
- **Ezinapi** Cream is a perfect blend of Cetyl myristoleate, Zinc oxide, and D-panthenol - a clinically tested formulation recommended for use as an emollient for diaper rashes in infants.
- **Pediclоryl** oral solution (Triclofosq) is used in children in hospital settings for idiopathic pain management.

All four brands are in the paediatric segment with total market size of Rs 1800 crore. The combined sales as per internal estimates were Rs 33 crores for FY 2021-22.

As per the terms of the definitive agreement, JB will take over the manufacturing, marketing and distribution of these brands in India. The complete integration and transition of the brands are expected to be completed in the next two weeks.