

Cipla Health to acquire Endura Mass

15 July 2022 | News

Forays into the growing nutritional wellness space



Cipla Health Limited (CHL), a wholly-owned subsidiary and consumer healthcare arm of the company has signed definitive agreements for the acquisition of Endura Mass from Medinnbelle Herbalcare. Endura and all other associated trademarks would be part of the acquisition.

The acquisition is in line with Cipla's strategic imperative to augment the company's wellness portfolio for bringing about a shift from an illness to a wellness mindset.

As per the signed definitive agreements, the acquisition is subject to the completion of certain closing conditions. CHL shall immediately initiate the distribution and marketing of the said products pending the closure of the proposed acquisition.