

## Cipla Health strengthens play in skin and personal care

15 April 2024 | News

### **Building on strong presence through a cluster of brands in Tier 2-6 towns**

Cipla Health, the wholly owned subsidiary and consumer healthcare arm of Mumbai-based pharmaceutical firm Cipla, has signed a business transfer agreement (BTA) for purchase of the distribution and marketing business undertaking of cosmetics and personal care business of Ivia Beaute, including Ivia's brands namely Astaberry, Ikin and Bhimsaini on a worldwide basis. This strategic move is aligned with Cipla's focus on enhancing its consumer healthcare and wellness portfolio.

Building on its strong presence through a cluster of brands in Tier 2-6 towns, Cipla Health is strengthening its play in the fast-growing beauty and personal care sector catering to the aspirational consumer of India.

The growing adoption of beauty and personal care products in Indian households signals a prominent trend, positioning the market as crucial for company's expansion efforts.

With a brand legacy of over 16 years, Astaberry caters to consumers through a wide range of unique products to help them address their skincare needs. These brands complement Cipla's offerings in the skin care segment and enriches the portfolio with trusted and effective solutions for consumers.

Commenting on the development, Shivam Puri, Chief Executive Officer and Whole Time Director of Cipla Health said, "This move not only solidifies our presence in the expansive and dynamic beauty and personal care sector but also builds on our well-established footprint in Tier 2-6 cities. Our target consumer base is discerning and seeks variety, especially when it comes to new brands in personal care. Integrating Astaberry, Ikin and Bhimsaini into our portfolio seamlessly complements our existing offerings across key OTC/consumer healthcare categories, empowering us to deliver comprehensive solutions that cater effectively to the diverse everyday needs of our consumers."