

Mankind Pharma transfers OTC business to subsidiary Mankind Consumer Products

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Aiming to better capitalise on the potential of the OTC business segment



Mankind Pharma has executed a Business Transfer Agreement (BTA) to transfer its Over-the-Counter (OTC) business undertaking to its wholly owned subsidiary, Mankind Consumer Products Private Limited (MCPPL), on a slump sale basis.

In Q1 FY25, the OTC business reported revenues of Rs 206 crore, with an EBITDA margin of 19.5%. For FY24, it achieved a total revenue of Rs 706 crors, maintaining a healthy EBITDA margin of 19.9%.

This strategic realignment is part of Mankind Pharma's broader strategy to enhance its focus on the consumer business, which currently contributes 7% to the company's overall revenue.

Mankind Pharma's consumer products portfolio includes several trusted brands Manforce, HealthOK, Prega News, AcneStar, Unwanted and Gas-O-Fast across categories such as wellness, hygiene, and personal care products.

By subsidiarisation of the OTC business into a wholly owned subsidiary, Mankind Pharma aims to better capitalise on the potential of this business segment, recognizing its unique business needs. This dedicated focus will enable in attracting the of specialised talent, tailored strategies around consumer needs and differentiated distribution channels. This move will allow the OTC business to thrive independently and will drive it to higher growth levels.

Aligned with its consumer-first approach, Mankind Pharma aims to drive innovation in healthcare by introducing products that cater to evolving consumer needs. Notable launches include Rapid News focusing on health concerns including Dengue, UTI, Menopause and Ova News, with a particular focus on DIY diagnostic tests and advancing the women's health agenda.