

## Emcure Pharma strengthens derma portfolio with launch of Emtcutix Biopharmaceuticals

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Mumbai-based Emcure Pharmaceuticals is set to cater to a growing dermatology segment in India with formation of a wholly-owned subsidiary, Emtcutix Biopharmaceuticals.

As a part of this strategic initiative, Emcure's existing dermatology business will also operate under Emtcutix. With a renewed focus and a dedicated team, the newly setup entity plans to significantly expand Emcure's offerings.

The focus will be on building a differentiated product portfolio including first-time launches designed to fulfil the unmet needs of the Indian dermatology market.

The market is seeing strong growth primarily driven by a growing population. As per IQVIA, the Indian dermatology market stands at \$1.84 billion (MAT sales July 2024).

Emtcutix will be spearheaded by G. Sathya Narayanan, who brings with him over three decades of extensive experience in the dermatology sector, with his last stint as the Managing Director of Galderma for South Asia (including India). His notable career includes building some of the most iconic brands in prescription, consumer, and aesthetic dermatology.