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Bayer's Consumer Health business launches global brand Alka-Seltzer® in India

08 June 2026 | News

Nearly 12% suffer daily from digestive or gut health issues and 59% complain about it every week



Bayer's Consumer Health division has announced the launch of Alka-Seltzer® in India, marking its entry into the fast-growing over-the-counter (OTC) digestive health category.

The product is being introduced in a convenient effervescent powder sachet format to address frequent acidity, gas and indigestion caused by lifestyle factors such as irregular eating habits and stress.

Alka-Seltzer® is India's first antacid in the AYUSH category with probiotic support, designed not only to provide relief from digestive discomfort but also to support gut health.

Sandeep Verma, Head of South Asia, Bayer's Consumer Health Division, said, "The antacid category in India has remained largely unchanged for decades, even as consumer lifestyles and expectations have evolved significantly. With Alka-Seltzer®, we are looking to redefine this space by introducing India's first antacid with probiotics, designed to deliver both fast-acting relief and support for long-term digestive health. This launch reflects our ongoing commitment to bringing a more holistic, science-led innovation into the market. Importantly this is not simply the adaptation of a global product. It has been developed using deep local insights and is manufactured locally, making it a 100% 'Made in India' offering."

Alka-Seltzer® is an Ayurvedic effervescent powder available in lemon flavour and packaged in convenient single-use sachets. The effervescent format is designed to help neutralise excess stomach acid and deliver fast relief from acidity, gas and indigestion. The formulation also contains Lactobacillus derived from curd extract to support gut health. Since acidity can disrupt good bacteria in the gut, the formulation has been developed to combine digestive relief with probiotic support.

The product will be available across e-pharmacies, quick-commerce platforms and retail outlets in India.