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Dr Reddy's launches new OTC product

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Dr. Reddy's has announced the launch of Nise D spray, emphasizing its strategic intent of being a player of substance in the Indian OTC (Over The Counter) space. Nise D spray, offers quick and targeted pain killing. Through this product Dr Reddy's has further expanded its offerings in the therapeutic area of pain relief to consumers.

In India, the market for pain relief products is approximately Rs 1,700 crore. Pain relief sprays are growing 20 times faster than creams and gels, indicating a trend of
changing consumer preferences.

The formulation for Nise D Spray comprises 3 key ingredients which get absorbed quicker, penetrate deep to reach the source of pain and reduce inflammation. Nise, as a brand has been providing effective relief to consumers by killing pain over the years. Nise believes in reaching out to consumers at the point of incidence or in a relevant context. Nise was the first ever pain relief partner of the Indian Super League and various marathons in key cities across India.

Mr M V Ramana EVP and head branded markets (India and Emerging countries), Dr Reddy's said, "Nise D Spray marks our entry into the new segment and further boosts our OTC portfolio. Nise gel has made a remarkable headway into the market and looking at the market dynamics and consumer requirements, we expect Nise D Spray to have a great momentum and significant market share across regions."

Nise D Spray will be available across all leading and neighborhood pharmacy store. It will be available in two convenient pack sizes - pocket pack at Rs 99/- and home pack for Rs 130/-.

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