

Global Dermatology Leader, Galderma Receives Two Prestigious Marketing Awards in India

By : Deepak Published On : 19 Oct, 2015 08:00 PM IST



INVC NEWS

Mumbai,

Galderma India's unique and advanced depigmenting and skin lightening cream BI-LUMA has won the prestigious Dr. H.R. Nanji Memorial OPPI Marketing Excellence Award for the Best 'New Pharmaceutical Introduction'. This award is in recognition towards Galderma's relentless commitment towards Dermatology benefiting many patients across the country. The Organisation of Pharmaceutical Producers of India (OPPI) represents the research-based pharmaceutical companies in India and is committed to supporting India's healthcare objectives and engaging with the Government and other stakeholders to find sustainable healthcare solutions. The award was conferred to Galderma by Dr. V. K. Subburaj, Secretary, Department of Pharmaceuticals during OPPI's 49th Annual General Meeting and Golden Jubilee celebration held in Mumbai. Other dignitaries at the event included Hon'ble Governor of Maharashtra Shri. C V Rao who was the Chief Guest, and Dr Jagdish Prasad, Directorate General of Health Services (DGHS) who was the Guest of Honour at the event. Last week, AIOCD AWACS, a pharmaceutical market research organization, also conferred BI-LUMA with their Gold award for Marketing Excellence under 'New Introduction Category' in Mumbai. This back-to-back recognition truly showcases BI-LUMA's innovative formulation and differential strategy. Galderma, part of Nestlé Skin Health and whose innovative dermatology medical solutions are recommended by HCPs across the world, had launched BI-LUMA last year and it has already won the hearts of many dermatologists and the consumers across the country. BI-LUMA's unique formulation is the dermatologically tested and clinically proven solution for dark patches and unevenness of the skin that surface due to various hyperpigmentary disorders. - BI-LUMA cream is scientifically formulated to provide skin with an even tone & glow. "As per the latest IMS audit report, the category of Demelanising agents in India is pegged at Rs. 450 crores and is one of the fastest growing categories in overall dermatology market. Indians generally suffer from various hyperpigmentary disorders such as melasma and post-inflammatory hyperpigmentation (PIH) that result in uneven skin tone. At Galderma, we are committed to the future of dermatology by offering unique and innovative medical solutions to millions of Indians and thereby improving their quality of life. BI-LUMA's unique product attributes, cosmetic elegance and aesthetic appeal has benefitted many consumers across the country. Now, with this overwhelming success of an indigenous project of BI-LUMA, we are confident to expand its presence in other countries and achieve many more milestones in future", said Mr. G Sathya Narayanan, MD, Galderma South Asia.

URL :

<https://www.internationalnewsandviews.com/global-dermatology-leader-galderma-receives-two-prestigious-marketing-award-s-in-india/>

12th year of news and views excellency

Committed to truth and impartiality

Copyright © 2009 - 2019 International News and Views Corporation. All rights reserved.

www.internationalnewsandviews.com