



EMAMI GROUP TO INTRODUCE PREMIUM WORLD CLASS GERMAN HOMOEOPATHIC MEDICINES FOR GROWING INDIAN MARKET

Forges strategic alliance through its Homoeopathy arms:
M. Bhattacharyya & Co. Pvt. Ltd. and King & Co (Homoeo Chemist) Pvt. Ltd.
With
German homoeopathic giant Hevert-Arzneimittel GmbH & Co.KG, Germany

The strategic technical joint venture would be in the areas of **Distribution & Marketing, GMP Consultancy and Licence for manufacturing select Hevert formulations in India.**

Kolkata, December 16, 2014: M. Bhattacharyya and King & Co., the Kolkata based trusted brands in the sphere of homoeopathic medicines for over 120 years have forged a strategic technical collaboration with **Hevert, one of the top ten manufacturers of homoeopathic medicines in the world** based at Nussbaum, Germany. Established in late 1800's, M. Bhattacharyya and King & Co. are part of Emami **Group of Companies**, a diversified business conglomerate with a valuation of Rs.25,000 cr., having leadership presence in various sectors like FMCG, Paper, Edible Oil, Biodiesel, BallPoint Tips, Retail Pharmacy, Leisure Stores, Cement, Solar Power, Real Estate, Contemporary Art etc.

Riding on the rising consumer shift for side-effect free medicine, the INR 1500 crore homoeopathy pharma segment has been growing at a fast clip of 25% annually. With this joint venture, Emami Group has upped its ante to aggressively enter the premium homoeopathy medicine segment in India—initially by importing and marketing the Hevert medicines from Germany followed by manufacturing the formulations in India.

The formal announcement to this joint venture was made at a press conference organized in Kolkata today. It was attended by **Mr. Mathias Hevert**, Managing Director, Hevert, **Mr. Juergen Kuhlmann**, Sales Director International & Export, Hevert, **Dr. Ralf Weirich**, Head Marketing/Sales/Export, Hevert, **Mr. Rainer Schmiedchen**, Consul General, German Consulate, Kolkata, **Mr Krishna Mardi**, Jt.Secretary, Dept of Health & Family Welfare, GoWB, **Mr. R.S Goenka**, Founder & Jt. Chairman, Emami Group of Companies and **Mr. R.K. Jatia**, Director, King & Co.

Under this strategic partnership, three agreements have been signed for **distribution & marketing, GMP Consultancy and licence for manufacturing select Hevert formulations in India**. The process of manufacturing will start from the month of April 2015. The objective of this collaboration is to make world class German homoeopathic remedies available in India by importing, marketing & manufacturing them in India by M. Bhattacharyya & Co. Pvt. Ltd. and King & Co. (Homoeo Chemist) Pvt. Ltd.



As a part of the said venture, presently, M. Bhattacharyya has emerged as the sole importer and distributor for **six homoeopathic products** from Hevert stable in India. **These products are namely Hevert Cold & Flu Relief, Hevert Cough Relief, Hevert Stress Relief, Hevert Vertigo Relief, Hevert Pain Relief and Hevert Allergy Relief.** The products will be available in 400 homoeopathy medicine retail outlets across diverse distribution channels. There are plans to import and market two other medicines at a later date, namely, Hevert Sinus Relief and Hevert Stomach Relief.

Hailing this strategic relationship, **Mr. R.S. Agarwal, Founder & Joint Chairman, Emami Group of Companies** said that, "Homoeopathy is a vast area of knowledge and it is necessary to keep ourselves updated with significant international developments in this area of treatment. As a homoeopathic brand, M. Bhattacharyya has been enjoying people's trust for over 120 years. However, to stay relevant with the passing time, it is necessary to keep pace with advanced developments happening globally. We were always open for strategic technical collaboration with international homoeopathic firms and I am confident that our partnership with Hevert is going to benefit the consumers in India immensely."

Mr. R.S. Goenka, Founder & Joint Chairman, Emami Group of Companies added that, "German homoeopathic medicines are highly accepted and trusted by consumers across the world. Therefore, this Indo-German association in the field of homoeopathic and natural medicines will go a long way in changing the course of homoeopathic treatment in India. Together we share a common philosophy of making people healthy and beautiful and pledge to take good health to every household in India".

Mr. R.K. Jatia, Director King & Co said, "I take pride in announcing that the year 2014-15 shall be a landmark year in Indian homoeopathic industry wherein we shall import world class products for Indian market. Our existing facility at Madhyamgram has been specially upgraded to comply with the EU GMP norms which will enable us to manufacture select Hevert products in India"

Mr. Mathias Hevert, Managing Director of Hevert-Arzneimittel GmbH & Co.KG said that, "We are really happy and proud to offer our proven homoeopathic products to Indian people with the help of our partner M. Bhattacharyya & Co. Private Limited. Our main stay is quality. Our products are of very high standards with minimum side effects and are naturally effective. A large number of our formulas were created in collaboration with students of the famous Pastor Emanuel Felke, one of the pioneers of naturopathy and the co-founder of complex homoeopathy. With continuous improvements, these medicines have already proven their efficacy to millions of patients worldwide with very low rate of side effects."

Emami Group of Companies enjoy a strong presence in other areas of healthcare through its various Group Companies. While, Emami Limited, the flagship Company of the Group, manufactures ayurvedic OTC, Generic and Ethical drugs under the Zandu portfolio, Emami Frank Ross is a landmark brand in the field of retail pharmacy in the country. AMRI Hospitals, also owned by Emami Group, is one of the largest chain of hospitals in the private sector in Eastern India, while, M. Bhattacharyya and King & Co., both Emami Group



companies, are trusted names in homoeopathic and natural medicines for more than a century

About M. Bhattacharyya & Co. Pvt Ltd: M. Bhattacharyya & Co. Pvt. Limited was formerly known as Economic Pharmacy and changed its name to M. Bhattacharyya & Co. Pvt. Limited in 1915. The company was founded in 1889 by Mahesh Chandra Bhattacharyya, an Indian philanthropist and is based in Kolkata, India. The company was acquired by Emami Group on April 1, 2007. M. Bhattacharyya & Co. Pvt. Limited offers homoeopathy products like mother tinctures, dilutions, biochemic remedies, biochemic combinations, and trituration; and offers special formulations, including cardiolf for heart, diabetol for diabetes, alfalfa tonic with ginseng for general health, Liverquin syrup for liver, and coughkure syrup for cough, and baby care products.

About King & Company (Homoeo Chemist) Pvt Ltd: King & Company was set up in 1894 on a partnership model by 2 visionaries Dr.D.N.Roy and Dr. B.N.Banerjee. In 1978 this partnership firm took shape of a private limited company. King & company was acquired by Emami Group on 14th October 2011. The company offers generic homoeopathic products like mother tinctures and dilutions apart from special formulations like Livin, Cassina, Sprano and Dermatol.

About HevertArzneimittel GmbH & Co.KG, Germany

Founded in 1956 by Dorothea and Emil Hevert, Hevert-Arzneimittel is an independent family-run company. After being led by Dr. Wolfgang Hevert, the company is being run today by Marcus and Mathias Hevert, the third generation to do so.

The company's headquarters are located in the small town of Nussbaum, Germany. Hevert-Arzneimittel is actively committed to naturopathy, environmental protection, sustainable business practices, and acting responsibly with respect to its employees and community.

Worldwide, Hevert is one of the ten most important manufacturers of homoeopathic medicines. With more than 100 medicinal products, the company's extensive product portfolio has something for nearly every treatment area relevant to natural medicine. The focus of Hevert's product range is in the areas of psyche/sleep, colds, and vitamin deficiencies.

Emami Group

Mahasweta Sen

GM-Corporate Communications
Mobile: +91 98362 92392

Pritha Roy Chakrabarti

Mobile: +91 9903994787

Perfect Relations

Satyaki Dasgupta

Mobile: +91 9836089817

Priyanka Gautam

Mobile: + 91 9830615322