

THANK YOU



Wellness in every home,
Happiness in every heart!

Pharma Key Accounts

STRATEGIC BUSINESS UNIT

Retail promotion guide

Himalaya Pharma Key Account
thanks you for your support in
reaching out to millions of patients.

You make a difference!

THANK YOU!

In the management of mild to moderate hypertension...

Abana (TABLET)

Predictable results in mild to moderate hypertension

- Significantly reduces blood pressure (BP) without causing low BP
- Significantly reduces the dosages of antihypertensives and diuretics
- Ideal for long-term treatment

Pack size	MRP [GST included] (Rs.)	Retail price (Rs.)	Margin (Rs.)
60 tablets	110	84.70	25.30



Your margin  **Rs. 25 per pack**

For common digestive complaints
in infants up to 6 months...

Bonnisan

(DROPS)

Keeps babies healthy and happy in every stage
of growth

- Stimulates digestive enzymes
- Helps relieve severe abdominal pain
- Proven to help weight gain



Pack size	MRP [GST included] (Rs.)	Retail price (Rs.)	Margin (Rs.)
30 ml	55	42.35	12.65

Your margin  **Rs. 13** per pack

For effective and safe management of
chronic allergic rhinitis and bronchial asthma...

Bresol

(TABLET)

The breathing solution

- Provides relief from running nose, itchy eyes, and itchy nose
- Helps relieve symptoms of bronchitis like wheezing and breathlessness
- Does not induce sleep or dryness of the nose



Pack size	MRP [GST included] (Rs.)	Retail price (Rs.)	Margin (Rs.)
60 tablets	130	100.10	29.90

Your margin  **Rs. 30** per pack

In the management of type II diabetes...

Diabecon

(TABLET, DS TABLET)

The beacon of hope for diabetics

- Significantly reduces blood sugar levels
- Helps reduce the dosages of other antidiabetic medicines



Db



	Pack size	MRP [GST included] (Rs.)	Retail price (Rs.)	Margin (Rs.)
Diabecon	60s	105	80.85	24.15
Diabecon DS	60s	150	115.50	34.50

Your margin ▶ **Tablet: Rs. 24 per pack**
DS Tablet: Rs. 35 per pack

In acute and chronic diarrhea...

Diarex (TABLET)

The dependable antidiarrheal

- Effectively treats diarrhea and dysentery
- Regularizes bowel movements
- Relieves abdominal colic



Pack size	MRP [GST included] (Rs.)	Retail price (Rs.)	Margin (Rs.)
30 tablets	70.00	53.90	16.10

Your margin  **Rs. 16 per pack**

In irregular menstruation...

Evacare

(SYRUP, CAPSULE)

Ensures complete uterine care

Irregular periods:

- Long duration of periods
- Abnormal loss of blood
- Change in frequency of periods

Evacare:

- Effectively treats various menstrual problems
- Normalizes the monthly menstrual cycle



Pack size	MRP [GST included] (Rs.)	Retail price (Rs.)	Margin (Rs.)
200 ml	110	84.70	25.30
400 ml	175	134.75	40.25
30 capsules	120	92.40	27.60

Your margin ▶

Rs. **25** – 200 ml syrup

Rs. **40** – 400 ml syrup

Rs. **28** – 30 capsules

In PCOS...

Evicare forte

(LIQUID, TABLET)

For effective management of **PCOS**

- Regularizes endogenous hormone levels
- Corrects the cyclical rhythm
- Safe, polyherbal, and non-hormonal menstrual modulator



Pack size	MRP [GST included] (Rs.)	Retail price (Rs.)	Margin (Rs.)
200 ml	140	107.80	32.20
Strip of 10 tablets	42	32.34	9.66

Your margin ▶ **Rs. 32** – 200 ml liquid
Rs. 10 per strip

In vaginal dryness...

EveGel (GEL)

Lubricating aqua gel for intimate dryness

- Helps relieve symptoms of vaginal dryness
- Provides long-lasting lubrication
- Increases levels of satisfaction and pleasure



Pack size	MRP [GST included] (Rs.)	Retail price (Rs.)	Margin (Rs.)
30 g	100	77	23

Your margin ▶ **Rs. 23 per pack**

Indigestion... the most common digestive disorder among Indians

Gasex (SYRUP)

Improves digestion. Relieves gas

- Helps in the proper digestion of carbohydrates, proteins, and fats
- Improves digestion of fats and speeds up the digestive process

Gasex syrup improves digestion in patients... improves your margin!

Available in 2 delicious flavors



Pack size	MRP [GST included] (Rs.)	Retail price (Rs.)	Margin (Rs.)
200 ml	85	65.45	19.55

Your margin ▶ **Rs. 20 per pack**

For gas, belching, and indigestion...

Gasex (TABLET)

Improves digestion. Relieves gas

- Provides quick relief from abdominal distension and bloating
- Relieves trapped gases within minutes
- Corrects digestive dysfunction

Get attractive margin!



Pack size	MRP [GST included] (Rs.)	Retail price (Rs.)	Margin (Rs.)
100 tablets	110	84.70	25.30

Your margin ▶ **Rs. 25 per pack**

In chronic constipation...

Herbolax

(CAPSULE, TABLET)

The gentle bowel regulator

- Softens stools and enhances intestinal motility
- Assures smooth evacuation without pain
- Safe for long-term use
- Efficacy and safety proven in pregnancy



Pack size	MRP [GST included] (Rs.)	Retail price (Rs.)	Margin (Rs.)
Strip of 10 capsules	40	30.80	9.20
100 tablets	110	84.70	25.30

Your margin ▶

Capsule: Rs. 9 per strip

Tablet: Rs. 25 per pack

For instant relief from hyperacidity...

Himcocid-SF

(SUSPENSION)

The complete antacid, beyond just relief

- Provides quick relief from hyperacidity
- Does not cause rebound acidity
- Safe in diabetics and hypertensives

**Sell a bottle of Himcocid-SF
and get instant margin!**



Available in
3 delicious flavors

Pack size	MRP [GST included] (Rs.)	Retail price (Rs.)	Margin (Rs.)
200 ml	90	69.30	20.70

Your margin ▶ **Rs. 21 per pack**

In abdominal colic and renal colic...

Himcospaz

(SOFT CAPSULE)

The breakthrough antispasmodic

- Exhibits unique antispasmodic action
- Offers effective and faster relief from spasmodic pain
- Safe compared with conventional combination antispasmodic drugs



Pack size	MRP [GST included] (Rs.)	Retail price (Rs.)	Margin (Rs.)
Strip Of 10 capsules	40	30.80	9.20

Your margin  **Rs. 9** per strip

In immunocompromised conditions...


Immusante (TABLET)

Broad-spectrum immunotherapeutic support

- Boosts immunity and helps to fight diseases
- Significantly improves immunity in immunocompromised conditions:
 - Viral infections
 - Opportunistic infections
 - Chronic, debilitating conditions – HIV and TB
 - Rheumatoid arthritis patients on DMARDs
 - Neutropenia induced by chemotherapy and radiotherapy
 - Sickness behavior



Pack size	MRP [GST included] (Rs.)	Retail price (Rs.)	Margin (Rs.)
Strip of 20 tablets	75	57.75	17.25

Your margin  **Rs. 17** per strip

In allergic and dry cough...

Koflet-SF

(LINCTUS)

The sugar-free cough linctus

- Effective in allergic cough and dry, irritating cough
- Does not increase blood sugar level
- An ideal choice for diabetics



Pack size	MRP [GST included] (Rs.)	Retail price (Rs.)	Margin (Rs.)
100 ml	75	57.75	17.25

Your margin  **Rs. 17** per pack

K-SF

In cough, sore throat and pharyngitis...

Koflet-SF (LOZENGE)

Prompt relief sugar-free cough lozenge

- Quick, soothing, and long-lasting relief from cough of varied etiology
- Helps to relieve throat pain
- Soothes the inflamed mucosa
- Reduces bronchial irritation



Pack size	MRP [GST included] (Rs.)	Retail price (Rs.)	Margin (Rs.)
Strip of 6 lozenges	25	19.25	5.75

Your margin ▶ **Rs. 6 per strip**

K-SF-L

In various hepatic disorders...

Liv.52

(SYRUP, TABLET)

Unparalleled in liver care

- Infectious hepatitis
- Alcoholic liver disease
- Loss of appetite



The No.1 hepatoprotective



Pack size	MRP [GST included] (Rs.)	Retail price (Rs.)	Margin (Rs.)
100 ml	70	53.90	16.10
200 ml	115	88.55	26.45
100 tablets	100	77.00	23.00

Your margin ▶

Rs. **16** – 100 ml syrup

Rs. **26** – 200 ml syrup

Rs. **23** – 100 tablets

For various hepatic disorders...

Liv.52 DS

(SYRUP, TABLET)

Unparalleled in liver care

Liver damage due to:

- Anti-TB drugs and statins
- Diabetes

Liv.52 DS:

- Has a **Double-Strength** formulation – Effectively treats various hepatic disorders
- Safe in children and women patients



Pack size	MRP [GST included] (Rs.)	Retail price (Rs.)	Margin (Rs.)
100 ml	115	88.55	26.45
200 ml	190	146.30	43.70
60 tablets	130	100.10	29.90

Your margin ▶
Rs. **26** – 100 ml syrup
Rs. **44** – 200 ml syrup
Rs. **30** – 60 tablets

In hepatitis B infection...

Liv.52 HB (CAPSULE)

Effective management of hepatitis B

- Efficacy comparable to interferons and antivirals
- Well tolerated and safe compared with interferons and antivirals
- Affordable cost of therapy



Pack size	MRP [GST included] (Rs.)	Retail price (Rs.)	Margin (Rs.)
Strip of 10 capsules	110	84.70	25.30

Your margin  **Rs. 25 per strip**

For excessive white discharge in women...

Lukol

(SYRUP, TABLET)

Instills confidence in her

- White discharge
- Discharge with itching and pain

Lukol:

- Controls excessive white discharge
- Controls microbial infections
- Is useful in anemia and weakness
- Improves general sense of well-being



Pack size	MRP [GST included] (Rs.)	Retail price (Rs.)	Margin (Rs.)
200 ml	120	92.40	27.60
60s	130	100.10	29.90

Your margin ▶ **Rs. 28** – 200 ml syrup
Rs. 30 – 60 tablets

In natural and surgical menopause...

Menosan (TABLET)

Helps her glow again!

- For a smooth transition through menopause
- Alleviates perimenopausal symptoms
- Reduces the postmenopausal risk of osteoporosis



Pack size	MRP [GST included] (Rs.)	Retail price (Rs.)	Margin (Rs.)
Strip of 30 tablets	130	100.10	29.90

Your margin ▶ **Rs. 30** per strip

For memory disturbances in the elderly...

Mentat DS (SYRUP)

Channelizes mental energy

- Memory loss in the elderly
- Lack of concentration
- Memory disturbances

Mentat DS:

- Improves memory
- Improves concentration
- Helps in mental tiredness
- No sedation



SUGAR FREE

Pack size	MRP [GST included] (Rs.)	Retail price (Rs.)	Margin (Rs.)
100 ml	125	96.25	28.75

Your margin ▶ **Rs. 29 per pack**

Mn-DS

For effective treatment of
oral inflammation and infection...

Oro-T[™] (ORAL RINSE)

Advanced oral rinse with Turmeric power

- Helps reduce inflammation, pain, and burning sensation due to oral ulcers
- Helps reduce the size of lesions and promotes faster healing
- Well tolerated and has an acceptable taste



Pack size	MRP [GST included] (Rs.)	Retail price (Rs.)	Margin (Rs.)
100 ml	80	61.60	18.40
200 ml	150	115.50	34.50

Your margin  **Rs. 18** – 100 ml pack
Rs. 35 – 200 ml pack

Or

In dengue, treat low platelet count with...

Platenza (TABLET)

Carica papaya complex with bioenhancer for low platelet count

- Boosts platelet count
- Normalizes the low platelet count due to dengue
- Proven to reduce fever and protect the liver
- Free from adverse effects
- Affordable cost



Pack size	MRP [GST included] (Rs.)	Retail price (Rs.)	Margin (Rs.)
Strip of 20 tablets	60	46.20	13.80

Your margin ▶ **Rs. 14 per strip**

**Hand hygiene for everyone!
Healthy margin for you!**

PureHands

Ensures total hand hygiene (HAND SANITIZER)

- Reduces the risk of hand-transmitted diseases. Useful in prevention of H1N1.
- Self-drying gel. No soap and water required after use.

**KILLS
99.9%
OF GERMS**



Pack size	MRP [GST included] (Rs.)	Retail price (Rs.)	Margin (Rs.)
3x30 ml	100	77.00	23.00
50 ml	60	46.20	13.80
100 ml	90	69.30	20.70
250 ml	175	134.75	40.25
500 ml	300	231.00	69.00

Your margin ▶

Rs. 23 – 3x30 ml pack

Rs. 14 – 50 ml pack

Rs. 21 – 100 ml pack

Rs. 40 – 250 ml pack

Rs. 69 – 500 ml pack

Pain or burning sensation during urination
has a natural answer...

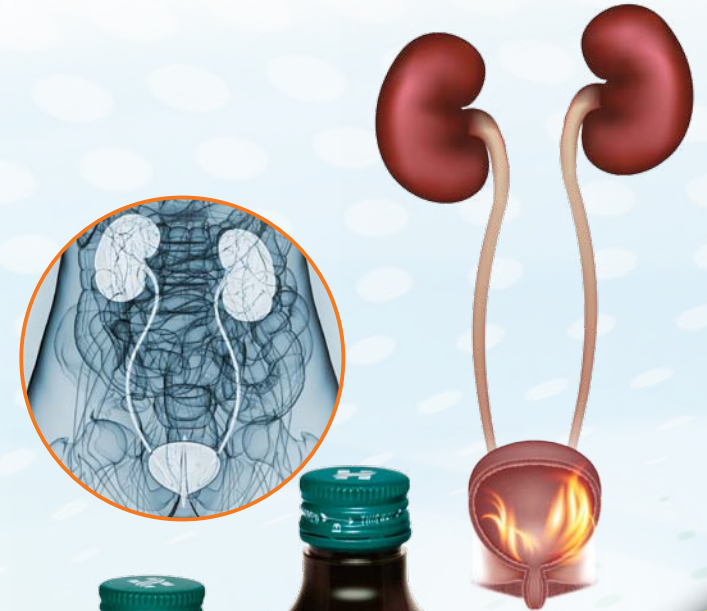
Renalka (SYRUP)

The coolant of the urinary tract

- Burning urination
- Urinary tract infection

Renalka:

- Relieves burning sensation during urination
- Safe in children and women patients



Proven efficacy

Palatable taste

Affordable



Pack size	MRP [GST included] (Rs.)	Retail price (Rs.)	Margin (Rs.)
100 ml	70	53.90	16.10
200 ml	110	84.70	25.30

Your margin ▶

Rs. **16** – 100 ml syrup

Rs. **25** – 200 ml syrup

Manage Osteoporosis and prevent progression of Osteopenia to Osteoporosis...

Reosto (TABLET)

Bone insurance... lifelong!

- Reverses the progression of osteoporosis and prevents osteoporotic fractures
- Restores bone health and bone strength, and prevents fractures
- Relieves osteoporotic pain, backache, joint pain, joint swelling, and joint stiffness



Pack size	MRP [GST included] (Rs.)	Retail price (Rs.)	Margin (Rs.)
Strip of 30 tablets	130	100.10	29.90

Your margin ▶ **Rs. 30 per strip**

In joint pain and arthritis...

Rumalaya forte

(TABLET)

The DUAL advantage arthritis control

- All types of arthritis
- Joint pain

Rumalaya forte:

- Relieves pain and swelling in muscles and joints
- Relieves low back pain
- Relieves difficulty in leg movement, for example, while climbing stairs and walking



Pack size	MRP [GST included] (Rs.)	Retail price (Rs.)	Margin (Rs.)
Strip of 30 tablets	130	100.10	29.90

Your margin ▶ **Rs. 30 per strip**

In joint pain and swelling...

Rumalaya *gel* (GEL)

Mobility unlimited!!!

- Sprains and strains
- Sports injuries
- Joint pain
- Low back pain

Rumalaya gel:

- Provides PROMPT RELIEF and restores daily activities
- Relieves pain and swelling
- Has muscle-relaxant action – Helps in mobility of joints



Pack size	MRP [GST included] (Rs.)	Retail price (Rs.)	Margin (Rs.)
30 g	80	61.60	18.40

Your margin  **Rs. 18** per pack

In oligospermia...

Speman (TABLET)

Gives hope to childless couples

- Promotes spermatogenesis
- Improves sperm count and quality of sperm
- Helps in increasing conception rate



Pack size	MRP [GST included] (Rs.)	Retail price (Rs.)	Margin (Rs.)
60s	125	96.25	28.75

Your margin ▶ **Rs. 29 per pack**

When bleeding is not an emergency,
but blood loss needs to be checked...

Styplon (TABLET)

Remarkable styptic effect

- Bleeding nose (epistaxis)
- Bleeding gums

Styplon:

- Arrests bleeding promptly and safely
- Normalizes the process of blood clotting
- Controls inflammation and helps in wound healing



Pack size	MRP [GST included] (Rs.)	Retail price (Rs.)	Margin (Rs.)
30 tablets	85	65.45	19.55

Your margin ▶ **Rs. 20 per pack**

High on performance! High on profits!

Tentex Royal

(CAPSULE)

Enhances desire and improves performance

Sexual dysfunction:

- Lack of desire
- Lack of erection
- Lack of sexual satisfaction

Tentex Royal:

- Improves desire and erection
- Improves sexual performance
- Non-hormonal and safe



Pack size	MRP [GST included] (Rs.)	Retail price (Rs.)	Margin (Rs.)
Strip of 10 capsules	145	111.65	33.35

Your margin  **Rs. 33** per strip

In vaginitis and cervicitis...

V-Gel[®] (GEL)

Gives hope to childless couples

- Treats various vaginal infections
- Arrests discharge and prevents recurrent infections
- Relieves itching and provides soothing effect
- Does not cause burning sensation



Pack size	MRP [GST included] (Rs.)	Retail price (Rs.)	Margin (Rs.)
30 g	75	57.75	17.25

Your margin ▶ **Rs. 17 per pack**