



**FOR IMMEDIATE RELEASE**

**INVIDA ANNOUNCES ACQUISITION OF DERMATOLOGY AND PRIMARY CARE PRODUCT PORTFOLIOS IN INDIA**

***Company expands presence in high growth Indian pharmaceutical market; adds to growing dermatology portfolio***

**Singapore – November 14, 2011** – Invida Holdings Private Limited, the leading specialty biopharmaceutical company focused on the commercialization of healthcare brands throughout Asia Pacific, announced the acquisition of a brand portfolio from India-based Shalaks Pharmaceuticals Pvt Ltd (Shalaks). No financial terms of the acquisition were disclosed. Upon acquisition of the product portfolio from Shalaks, Invida will market the products under the Invida brand.

Invida will focus its sales and marketing efforts on high volume dermatology brands in key growth segments, including topical anti-acne, anti-fungal, sun screens, anti-scar, anti-pigmentation and moisturizers. Products in these target markets are expected to register high rates of growth in the coming years, driven by rising disposable incomes, improved access and increased public health awareness. The primary care portfolio, comprising seven brands, will establish Invida in key market segments that are poised for growth. The products in both portfolios have well-recognized clinical benefit and favorable safety profiles, and have been marketed by Shalaks for several years.

“This is an important strategic move for Invida, expanding our presence in the rapidly growing Indian pharmaceutical market,” said Chief Executive Officer John Graham. “This product portfolio, combined with our recent addition of products from Sinclair Pharmaceuticals, allows us to target the Indian market with both high-end differentiated and main stream dermatology products. The acquisition of Shalaks’ products positions Invida among the top dermatology companies in India – with the significant potential to increase this position in the coming years.”

Mr. Graham continued, “A combination of Invida’s well-established expertise in brand marketing and sales, and a strategy of focused promotion of brands in high growth areas, will enable us to fully exploit the sales potential of these products on an all-India basis. In addition, the acquisition broadens our product portfolio in key market segments and provides for significant margin improvement.”

The Indian pharmaceutical market is currently valued at USD 10 billion. It is one of the fastest growing pharmaceutical markets in the world and is forecasted to grow in double-digits in medium term. The Indian dermatology market, valued at USD 513 million, grew by 21% in 2010 and represents 25% of the Asia-Pacific dermatology market with a CAGR of 15% (2005-2010)<sup>1</sup> and is a significant growth driver of the Indian pharmaceutical market.

Shalaks Pharmaceuticals, started in 1979, is based in New Delhi with India-wide sales network. The company has a focused portfolio in Dermatology and Primary Care. The company has a product line of innovative products in its niche category.

MAPE Advisory Group was Invida's advisor on this transaction.

### **About Invida Group Pte Ltd: Invigorating Lives in Asia**

Invida improves the lives of patients in Asia by commercializing differentiated pharmaceutical and OTC brands - the result of which will allow all Invida stakeholders to prosper. This is done through proven brand marketing and sales know-how, strong expertise across a number of key therapeutic categories and deep experience in all critical Asian markets. Comprehensive functional capabilities provide rapid market access delivered by passionate team of professionals.

With over 3500 employees in 13 markets in Asia Pacific, Invida operates across the commercial value chain from regulatory approval and product launch to lifecycle management. We manage a portfolio of proprietary healthcare brands as well as licensed products from small biotech firms and large multinational companies. Partnering is a critical component of Invida's business model. We collaborate closely with our partners in developing effective strategies and put our extensive experience behind maximizing the potential of the assets entrusted to us. For more information on Invida, please see [www.invida.com](http://www.invida.com).

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<sup>1</sup> IMS MAT Q3 2010

### **About Shalaks Pharmaceuticals Pvt. Ltd.**

Shalaks is an established & experienced company manufacturing & marketing finished formulations & personal care products. Shalaks has its registered office & manufacturing facility in New Delhi, with established distributors widely spread across the country. Since inception in 1979, Shalaks has expanded to encompass a range of dermal & skin care products. Consistency, commitment and quality define Shalaks. Our persistent efforts towards betterment in every field set us apart. Shalaks has strived to market products based on the need of patients. Product Quality is of paramount focus with a no-compromise policy adopted company-wide.

### **About MAPE Advisory Group**

MAPE is a mid-market investment bank focused exclusively on Mergers, Acquisitions, Capital Raising and financial & strategic advisory services to public and private companies. Set up in December 2001, MAPE has closed deals in industries as diverse as Pharmaceuticals, Technology, Financial Services and Engineering. MAPE's clients include many of the larger corporations operating in India. Led by senior investment bankers, MAPE provides value-added advisory and transactional services to help clients identify and implement effective targeted transaction strategies.

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