

Integrace Private Limited enters into Gynaecology segment with a collaboration with Glenmark Pharmaceuticals Limited

Mumbai, January 21st, 2020: Integrace Private Limited (Integrace) has entered into a collaboration with Glenmark Pharmaceuticals Limited for their G&G division (Focus on Gynecology range of products). This new addition includes established brands like: Dubagest, Mumfer, Fenza and Milical along with the sales and marketing team of G&G division. The brands are well established in their respective categories and have a strong equity with the Gynecologists fraternity

The Gynecology market is currently estimated at INR 12,500 Crs and has been growing faster than the Indian Pharmaceutical Market (IPM). The brands of G&G division are currently operating in just about 20% of the market and there are some fast-growing spaces that are still available to be entered.

Kedar Rajadnye, CEO, Integrace Private Limited said, *“The Gynecology market, like Orthopedics market, is growing faster than IPM and this portfolio provides us a platform to add value to Customers in this space. Our aim is to be amongst the Top players in the Indian Pharmaceutical business by 2030. While the focus will be on driving organic growth, we believe that acquisition will continue to be one of the important routes and we will be continuously evaluating both Bolt-ons and Platform buys to help us achieve our goals.”*

Integrace a key portfolio business for True North, India’s leading home-grown private equity firm. True North and Integrace have a special relationship with Glenmark. In October 2018, Integrace entered the Orthopedic business by partnering with Orthopaedic division at Glenmark. This first business vertical has registered strong growth giving the company an opportunity of replicating the same in other therapies. Integrace and True North are especially enthusiastic with the potential of the Glenmark Gynae team and their brands. True North believes that with right investments and direction, Integrace would be able to grow their presence in this market as well.

Speaking on the new alliance, **Praneet Singh, Partner True North** said, *“A second collaboration within a few months after partnering in the orthopaedic space with Glenmark shows how well our partnership is working. We are excited to see that the Integrace business now has an additional growth opportunity in the Gynaecology speciality.”*

About Integrace Private Limited

Integrace is a part of the portfolio companies of PE firm True North. Integrace made an entry into the Pharmaceutical Industry through the orthopedic and pain management therapy areas in August 2018. Integrace is a therapy focused healthcare company providing novel solutions in the management of selected therapy areas. For more details, visit: [http:// www.integracehealth.com/](http://www.integracehealth.com/)

About True North

True North was established in 1999 with a focus on investing in and transforming mid-sized profitable businesses into world-class industry leaders, built on the strong foundation of True North Values which are embodied within the principles of 'The Right Way'. True North has built deep knowledge and skills in the Indian markets and has successfully launched six separate investment funds with a combined corpus of over US\$ 2.9 billion including co-investments. True North's insights and understanding of India has been sharpened over the last 20 years by investing in more than 50 Indian businesses. It has successfully guided these companies in making the transition into well-established and large businesses that are valuable, enduring and socially responsible.

The True North team has been structured with a balanced mix of 7 Investment and 18 Business Managers, who bring with them several hundred man-years of industry experience to achieve the above objective. For more details, visit: www.truenorth.co.in

For more Information on True North and Integrate Private Limited

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