

Essity integrates BSN medical India

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Global health and hygiene company, Essity, announced the final step in integrating BSN medical India into the Essity organization. Following the global acquisition of BSN medical in April 2017, the business in India continues its journey as Essity India, with a sharp focus on the medical and healthcare solutions market.

Emerging markets, including India, accounted for 35% of Essity's global net sales in 2018. Essity India, aims to further strengthen its market position across three key portfolios: orthopedics, wound care and compression therapy.

Orthopedics: Solutions for fracture management, physiotherapy, orthopedic soft goods and braces

Wound care: Solutions for acute and advanced wound care like surgical tapes, retention bandages, surgical/post-operation dressings, adhesive bandages/plasters

Compression therapy: Phlebology and lymphology solutions like compression bandages, compression stockings, pneumatic compression pumps, etc.

The three portfolios include heritage brands such as Delta-Cast, Actimove, Leukoplast, Cutimed and JOBST.

Speaking on this final step in the integration and launch of Essity India, Neeraj Raghuvanshi, Managing Director, Essity India said, "We are pleased to bring the global heritage of Essity to India. Our goal for the next two years is to strengthen the existing business and attain strong growth for the company. With our integrated therapy solutions, backed by cutting edge technology, we hope to positively contribute to the healthcare needs of Indian patients."

In India, Essity will also work towards its global commitment to six key United Nations Sustainable Development Goals (UN SDGs), namely - Good health and well-being, Gender equality, Clean water and sanitation, Responsible consumption and production, Climate action and Life on land.

Carl-Magnus Stensson, Vice President Sales & Marketing, Asia Pacific - Health and Medical Solutions, Essity said, "Through our business operations, domain expertise and partnerships with others who share the same challenges and opportunities, we continuously work towards creating synergies that contribute to the achievement of the UN SDGs."

"Sustainability is at the core of everything we do, and we hope to continue developing solutions through a sustainable approach. In India, our state-of-the-art manufacturing facilities in Goa, cater to the supply requirements of close to 60 countries, spanning across Asia-Pacific, Latin America and Africa. With the current expansion of our global legacy brands such as Leukoplast, Gypsona, Leukocrepe and the growing medical and healthcare needs of India, the country will continue to be a key regional business hub for Essity," Stensson added.

Recently, Essity was recognized in The Sustainability Yearbook 2019 for the Household Product industry and received the Gold Class and Industry Mover distinction for excellent sustainability performance, by RobecoSAM's ranking.

RobecoSAM is an investment specialist focused exclusively on Sustainability Investing and annually assesses the world's largest companies for the Dow Jones Sustainability Index (DJSI), one of the world's sustainability indices.

The company's India headquarters are located in Mumbai with an employee base of more than 200 people.