

## ENTOD Pharma to expand in medical cosmetics, ophthalmic surgical segments

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### Celebrates 44th Foundation Day



ENTOD Pharmaceuticals plans to foray into the medical cosmetics and ophthalmic surgical segments. The company which recently celebrated its 44th Foundation Day on July 11, plans to add 100 employees to its workforce each month until September 2021.

The company has ventured into the market of medical cosmetics through a joint-venture with NuSkin London. NuSkin London is a research initiative of ENTOD Research Cell UK Ltd, to improve skin formulation research and create innovative dermatological solutions. The joint venture is expected to help commercialise NuSkin London's skincare and medical cosmetic innovations across the Indian sub-continent and international markets like Malaysia, Philippines, Hong Kong, Singapore and others. The company also plans to expand in the ophthalmic surgical segment by launching its HyTek Division, which will deal with surgical products.

With innovative and research-driven ophthalmic and ENT products, ENTOD has been facilitating rapid advances in the segment. The phenocaine plus intracameral mydriatic injection helps to achieve rapid and stable pupillary dilatation without using preoperative dilating eye drops and sustained intraocular anaesthesia for pain-free surgery and better surgical outcomes. The research team has come up with an innovative micronised ocular suspension technology that offers better formulation stability, greater bioavailability, more precise dosing and reduced ocular irritation. The company has introduced NOVELIA preservative-free eye drop technology by tying up with a pharmaceutical giant, NEMERA (France).

Speaking about the latest development and expansion plans, Nikkhil K Masurkar, Executive Director, ENTOD, said "Over the next two to three years, we are also planning to venture into the surgical products sector that would further enable us to establish our presence across the domestic and international markets."

The company was founded in 1977 by GV Masurkar, a pharmacist and a visionary. The company with more than 1000 employees has its footprints across more than 55 countries around the world. With over Rs 150-crore revenue in FY21, the company has seen a growth of 30-40 per cent from last year even during the COVID pandemic.