

J&J acquires ORSL electrolyte drink brand

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The financial terms of the transaction were not disclosed.

ORSL is a fruit-based electrolyte drink in India, which is helpful for quick energy and electrolytes restoration during mild dehydration and general debility, often following cough and cold, pain, fever, and other digestive conditions.

"India is a very important market for Johnson & Johnson, and we are pleased to add the ORSL brand to our portfolio of consumer healthcare brands in India. This acquisition will allow us to expand our consumer health care offerings in line with our vision of helping consumer's lead healthy vibrant lives," said Mr Thibaut Mongon, group chairman, Johnson and Johnson Family of Consumer Companies Asia Pacific.

Under the agreement, Jagdale Industries will provide transition services in the area of manufacturing, detailing and distribution of ORSL.