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What has helped Palsons Derma expand its consumer reach while maintaining the trust of dermatologists?

Our growth has been built on a simple principle: end user acceptance and dermatologist confidence must go together. For the last 3 decades, we have remained focused on developing and marketing products with a strong dermatological orientation rather than pursuing short-term trends.

Our relationships with dermatologists have given us valuable insight into unmet needs, while our expanding presence across pharmacies, clinics, digital channels and other end-user touchpoints has helped make our products more accessible.

We are now combining this foundation with stronger digital capabilities, better consumer engagement and a more systematic approach to understanding market behaviour. The objective is not merely to reach more consumers, but to build informed, long-term relationships with them.

Which growth opportunities will Palsons Derma prioritize as it expands its product portfolio and market presence?

Our next phase of growth will come from a combination of portfolio innovation, deeper market penetration and international

expansion. We see significant opportunities across high-growth categories in skincare, haircare and specialised dermatological solutions, particularly where science can address clearly defined patient needs.

Our initiative of specialised dermatology clinics under WIZDERM helps us to holistically fulfil the ecosystem and focus on key L&D endeavours for the dermatology community.

We are also investing in digital transformation, stronger consumer connect and more efficient systems and global scale manufacturing capabilities. Internationally, we see considerable potential for Indian dermatological and cosmeceutical expertise, particularly across emerging markets.

Ultimately, our ambition is to build Palsons Derma into a globally respected dermatology-focused company, combining scientific credibility, consumer understanding and execution excellence. We want our growth to be sustainable—not just larger in scale, but stronger in capability and trust. ■

How does Palsons Derma use dermatological research to develop products that meet changing consumer needs?

At Palsons Derma, we believe meaningful innovation begins with understanding real skin and hair concerns. Our product development is guided by dermatological science, feedback from dermatologists and insights from consumers and the market. We continuously observe how lifestyles, environmental exposure and evolving consumer expectations are changing the way people approach skin and hair health.

This helps us identify opportunities where efficacy, safety, sensorial experience and affordability can come together. We focus on developing solutions that are scientifically relevant while also being practical for everyday use. Our close engagement with dermatologists enables us to translate clinical needs into products that can deliver meaningful consumer outcomes.