

Terapia Ranbaxy in Consumer Health (Romania)

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Abstracts

The acquisition of Terapia by Indian company Ranbaxy in 2006 was carried out to enable the Indian company easy access into the EU, with Romania becoming a Member State in 2007. The new company operates under the trade name Terapia Ranbaxy. Antibiotics, drugs for the respiratory system and natural products will represent its main focus for further development, in addition to its existing brands. Investment in packaging and brand promotion represent another priority for the company, which...

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