



Passport

**DAROU PAKHSH
PHARMACEUTICAL MFG CO IN
CONSUMER HEALTH (IRAN)**

Euromonitor International

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DAROU PAKHSH PHARMACEUTICAL MFG CO

STRATEGIC DIRECTION

- Darou Pakhsh Pharmaceutical Mfg is focused on improving product quality and investing in research and development in order to produce new innovative products. The company plans to become the largest producer of OTC and Rx drugs in Iran by expanding its product portfolio.

KEY FACTS

Summary 1 Darou Pakhsh Pharmaceutical Mfg Co: Key Facts

Full name of company:	Darou Pakhsh Pharmaceutical Mfg Co
Address:	No.247, Darou Pakhsh St, Km18 Tehran-Kara Highway Tehran, Iran
Tel:	+98 (21) 4498 6815
Fax:	+98 (21) 4498 7314
www:	www.dppharma.com
Activities:	Manufacturer of consumer health, beauty and personal care, health and wellness products, insecticides and air fresheners

Source: Euromonitor International from company reports, company research

COMPANY BACKGROUND

- Darou Pakhsh Pharmaceutical Mfg was established in 1953 under the name Darou Pakhsh. After the Islamic revolution, the company underwent some major changes with regard to both its management and overall structure. In 1992, the company was taken over by the Organisation of Social Affairs and became a nationally-owned company a year later.
- Whilst the core focus of Darou Pakhsh Pharmaceutical Mfg is human and animal medicines, the company also produces beauty and personal care, baby food and some hospital equipment.
- Darou Pakhsh Pharmaceutical Mfg has some cooperation agreements with foreign companies and exports to countries such as Austria, Jordan, Armenia, Uzbekistan, Afghanistan, Pakistan, Russia, Sudan, Lebanon, Libya, and Yemen. Its most important exported medicines are Prozekaein E, Iopack 20/240, Jemaisin 20mg, Jemaisin 80mg, and Dermocortal.

PRODUCTION

- Darou Pakhsh Pharmaceutical Mfg is the leading supplier of consumer health products in Iran, with 96% of the company's production being sold domestically. Almost half of the company's workforce is involved in manufacturing.

COMPETITIVE POSITIONING

- Darou Pakhsh Pharmaceutical Mfg is part of a holding company that dominates pharmaceutical sales in Iran. The holding comprises eight different factories, including Razak Laboratories and Exir Pharmaceutical. It is the leading pharmaceutical player in terms of product diversity and sales share in Iran.
- However, Darou Pakhsh Pharmaceutical Mfg alone only ranked ninth within consumer health in 2014 with a retail value share of 2%. The company ranked tenth within cough, cold and allergy (hay fever) remedies, with a retail value share of 2%, and was fifth within vitamins and dietary supplements with a 4% share.

Summary 2 Darou Pakhsh Pharmaceutical Mfg: Competitive Position 2014

Product type	Value share	Rank
Consumer health	2.1%	9
Vitamins and dietary supplements	4%	5
Cough, cold and allergy (hay fever) remedies	2.4%	10

Source: Euromonitor International from company reports, company research, trade press, trade sources, trade interviews