

Mankind Pharma's 'Health OK' observes tremendous response from market

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Health OK has now been incorporated in the OTC category as a food supplement



Mankind Pharma has expanded its OTC range of products last month. 'Health OK', a multivitamin and minerals tablet launched in 2013 as a part of the drug category, has now been incorporated in the OTC category as a food supplement.

In a span of a month, it has observed tremendous response from the market. 'Health OK' tablets with their unique formulations of Natural Ginseng and Taurine helps in maintaining energy and 20 multivitamin and minerals for improving overall health.

Speaking on the initiative, Joy Chatterjee, General Manager- Sales and Marketing, Mankind Pharma said, "The COVID-19 pandemic has made us realise to focus on our overall health and immunity. If a person has weak immunity he/she is more prone to get the infection. Hence, it is advised to take health supplements to build immunity which helps us fight against the infection. We are quite pleased with the fact that consumers are being aware of this, and have shown trust towards 'Health OK tablets', which builds immunity and overall health among people. The brand is fully committed to satisfy the aspiring needs and help consumers to get the best quality products."

The brand last month roped in Anil Kapoor and Ranveer Singh as their brand ambassadors to promote and increase brand awareness of the product.