

Australia's skin care firm to expand in India

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Australian skin care firm [Intraceuticals](#) today said it is in on an expansion drive in India to enhance brand presence as it looks to tap the fast growing Indian wellness services market estimated to be around Rs 1,100 crore.

As part of its expansion plan, the company has tied up with Bangalore-based Medihaxe International as the sole distributor of its products in India.

"Our focus in India is to multiply the number of locations that we are present. We are at a start-up stage right now. We want to first establish ourselves in the top 10 cities here," [Intraceuticals](#) Regional Director (Asia and West Asia) Collen Chan said.

[Intraceuticals](#) is a professional skin care firm established in Melbourne, Australia in 2002. It specialises in spa treatments and sells skin care products in various skin and cosmetic clinics.

"We are present in six clinics in Mumbai, New Delhi and Bangalore for [Intraceuticals](#) procedures. We plan to expand to 50 clinics in all major and mini metros by 2013," Medihaxe International Director Gururaj Pejavar said.

He said the company is in talks with leading medi-spas, hotel chains, resorts and cosmetic clinics in the country. On the back of these initiatives, [Intraceuticals](#) expects to achieve a turnover of Rs 12 crore by 2013.

Besides, the company is mulling at setting up exclusive concept shops for showcasing and selling their products in India. However, Chan said the firm's focus currently is to strengthen its distribution network.