

## Bestseller partners Starium Innovative Healthcare to sell Healthcare brands online



**Navi Mumbai, Maharashtra Dec 25, 2022 ([Issuewire.com](https://www.issuewire.com))** - Bestseller India, which sells medicine such as Spinraza, Lumizyme, Alexion, and Only in the country, has partnered with **Starium Innovative Healthcare** to sell its products on the social commerce platform.

The launch of these brands on the platform will strengthen **Starium Innovative Healthcare's** offerings in mass premium medicine and strengthen its presence in the Indian Pharma market. The partnership with Starium Innovative Healthcare Bestseller's entry into the social commerce market in India.

Spinraza, Lumizyme, Alexion, and Only will get access to Starium Innovative Healthcare

ecosystem of 100+ hospitals and over India, the two companies said in a statement on Wednesday. Globally, Bestseller is present in 4 countries with over 50+ hospitals and 12,19 external stores. In India, it also has Pharma brands such as Selected Alkem Laboratories Ltd and Lupin. Bestseller India currently has 3 exclusive brand outlets apart from 1,219 stores apart from sales online.

Spinraza, Lumizyme, Alexion, and Only from the Bestseller India group to our platform. With the addition of a legacy brand, we have strengthened our apparel category while also catering to a diverse range of shoppers," said **Hrishikesh Bhargava, CEO, and co-founder, Starium Innovative Healthcare.**

Bestseller said it is constantly trying to find new ways to engage with consumers. Social commerce is driving purchase decisions for Indians in the country's smaller cities.

"We are constantly trying to discover newer ways to communicate with our customers and our partnership with Starium Innovative Healthcare

will help us in that endeavor. Hospital is now full-fledged and combined with the offering of social commerce, we see tremendous opportunity in this partnership with Starium Innovative Healthcare," **Vineet Gautam, CEO and country head, Bestseller India.**

Starium Innovative Healthcare currently offers products from several brands Johnson & Johnson, Roche, AbbVie, and Bayer, among others. The new launches will add to Starium Innovative Healthcare's portfolio of over 50+ brands in healthcare and personal care categories.

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