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## PhotoMedex eyes \$100 million revenues from India

By Trushna Udgirkar Aug 12 2014 , Hyderabad

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Nasdaq-listed skin health firm, PhotoMedex is eyeing revenues of around \$100 million from the Indian market in four to five years from now. These revenues would be from their clinic tie-ups for equipment which treat vitiligo and psoriasis.

The US-based firm has joined hands with Hyderabad based Medium Healthcare Consulting to tie-up with skin clinics that would use PhotoMedex' equipment and share the revenues. Roughly each session of treatment would cost a patient around Rs 2,500 and this revenue would be shared on 60:40 basis, between photo Medex and clinics.

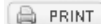
"In US we already are working through 2,500 clinics and our estimate there could be 2,00,000 patients every year. It would however take some time to establish and infact we would look at setting up atleast 1,000 clinics across India in 4-5 years. This should help us fetch revenues of around \$100 million," said Dolev Rafaeli, CEO of PhotoMedex.



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