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Photomedex to invest Rs. 300 crore for VTRAC laser technology in India

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Saturday, August 16, 2014, 08:00 Hrs [IST]



PhotoMedex, a global skin health major from USA, is planning to invest about Rs. 300 crore to bring advanced VTRAC laser technology to treat Vitiligo and Psoriasis in India.



VTRAC laser therapy uses a 300 nanometer Excimer laser Technology to treat Vitiligo and Psoriasis. VTRAC laser therapy is new and innovative medical procedure to treat Vitiligo. In fact it is considered as the best alternative to medicines as it has no side effects.



This new laser technology enables the white patched skin (Vitiligo) to regain its pigmentation (original colour) at a faster rate. "VTRAC laser therapy is safe and provides 100 per cent cure to Vitiligo. Our business model is totally different, we have plans to partner with 1000 clinics in the next 3-4 years and expand this technology across the country. We don't sell this technology but select a potential hospital or clinic and franchise with them. At present we have tied up with three clinics in Pune and five clinics in Hyderabad" said, Dolev Rafaeli, chief executive officer, of PhotoMedex.



Vitiligo is an auto-immune disease and scientists are doing lot of research to know the real cause of this disease. The company is aiming to establish VTRAC laser technology in at least 25 clinics in Hyderabad in the next one year and has targeted to treat at least 4000 patients through these clinics.



In June 2014 Dr Reddy's had launched a new drug called Melgain lotion, for treating Vitiligo. As an alternative to this, PhotoMedex has brought in VTRAC laser treatment technology having no side effects.

According to Dolev, the technology will be more effective than all others forms of treatments of Vitiligo, and is patented exclusively to the company. "At present we are charging an amount of Rs. 2400 per sitting. A vitiligo patient has to under go at least 15-30 sittings for Vitiligo and 10-15 sittings for curing psoriasis," said Dolev.



The treatment is a bit costlier for the middle and lower income groups in India. Though market in India is four to five times bigger than that of the USA only 15 to 20 per cent of people will be able to afford the treatment in the country.

At present, PhotoMedex has identified about 500 potential dermatologists in Hyderabad and very soon the company is planning to expand its base by installing advanced machinery costing \$50 thousand per unit. In the next 3-4 years the company is aiming to expand its market to 1000 clinics and with an overall investment of Rs. 300 crore.

