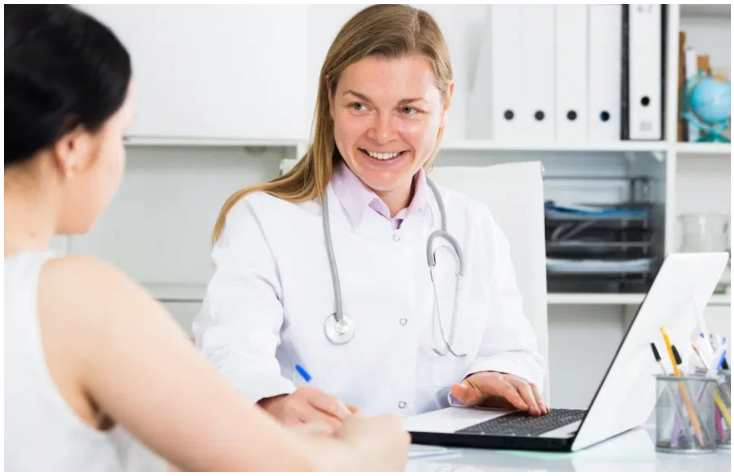
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Soothe Healthcare partners with Japan's Osaki Medical to bring maternal care products to India

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Products currently imported from Japan will cater to India's growing demand for premium hygiene solutions



Soothe Healthcare, one of India’s leading personal hygiene and wellness companies, has signed a landmark Memorandum of Understanding (MoU) with Osaki Medical Corporation, Japan, marking Osaki’s first-ever entry into the Indian market. This strategic collaboration aims to introduce premium Japanese feminine hygiene, maternity, and baby care products to Indian consumers.

The announcement is followed by Soothe Healthcare’s recent Rs 45 crore fundraise from existing investors and a group of Ultra High Net-Worth (UHNI) family offices, reinforcing strong investor confidence in the company’s innovation-driven, women-centric growth strategy.

Under the MoU, Osaki Medical will bring its globally recognised range of Feminine, Mother & Baby Hygiene products, including postpartum care solutions, renowned for Japanese precision manufacturing, stringent safety standards, and uncompromising quality.

These products, currently imported from Japan, will cater to India’s growing demand for premium hygiene solutions. Aligned with the Government’s vision, both companies plan to begin local manufacturing in the second phase under the ‘Make in India for India and for the World’ initiative, strengthening India’s role as a global manufacturing hub.

Commenting on the development, Sahil Dharia, Founder & CEO, Soothe Healthcare, said, “With India’s feminine hygiene market projected to grow at over 15% CAGR and a population of more than 700 million women, the need for high-quality, safe, and innovative products has never been greater. By combining Osaki’s product excellence with Soothe’s strong distribution network, we aim to set new benchmarks in women’s care.”

Soothe Healthcare will leverage its pan-India distribution network spanning over 210,000 retail outlets, pharmacies, defence canteens, modern trade, and e-commerce platforms to ensure widespread availability of Osaki Medical’s products.