



HFD



Horlicks

- Taller, Stronger, Sharper⁺⁺
- Kids 6 to 14 years



Horlicks is a Nourishing beverage to be taken as part of a regular daily diet. [^]Claims based on a study conducted in 1999 2000 [Nutr 2006;22:58-14] in apparently healthy children between 6-16 years, comparing a daily serve of 54 g of micronutrient enriched beverage vs. non fortified placebo for 14 months. ⁺More Muscles and More Bone Area ⁺⁺Increase in Attention concentration scores. Creative Visualisation.



**2 Kg
Container**



**1 Kg
Container**



**1 Kg
Pillow Pouch**



**1 Kg
BIB**



**1 Kg
Jar**



**750 g
Pillow Pouch**



**500 g
Pillow Pouch**



**500 g
BIB**



**500 g
Jar**



**200 g
Jar**



**200 g
Pillow Pouch**



**18 g
Sachet**



**8 g
Sachet**

RETAILER MARGIN - 8%



Horlicks

Taller, Stronger, Sharper⁺
Kids 6 to 14 years



Horlicks is a Nourishing beverage to be taken as part of a regular daily diet. [^]Claims based on a study conducted in 1999-2000 [Nutr 2006;22:58-14] in apparently healthy children between 6-16 years, comparing a daily serve of 54 g of micronutrient enriched beverage vs. non fortified placebo for 14 months. ⁺More Muscles and More Bone Area ⁺⁺Increase in Attention concentration scores. Creative Visualisation.



1 Kg
Pillow Pouch



1 Kg
BIB



1 Kg
Jar



750 g
Pillow Pouch



500 g
Pillow Pouch



500 g
BIB



500 g
Jar



200 g
Jar



75 g + 25 g
Sachet

RETAILER MARGIN - 8%



Junior Horlicks

- Brain Development DHA
- Physical Growth Protein
- Kids 2 to 6 years

A To Z
Nutrition*



*Product is not an infant milk substitute or infant food for less than 2 years old. *Junior Horlicks provides macronutrients and contains vitamins and minerals. Junior Horlicks is a nutritional supplement which as a part of a balanced daily diet helps meet your child's nutritional requirements.



**1 Kg
Vanilla BIB**



**500 g
Vanilla Pillow Pouch**



**500 g
Vanilla BIB**



**500 g
Vanilla Jar**



**100 g
Vanilla Sachet**



**500 g
Chocolate
Pillow Pouch**



**500 g
Chocolate Jar**

RETAILER MARGIN - 8%



FOR AGES
3-9 YEARS

Horlicks GROWTH PLUS

- Gives 3X more growth in 90 days*
- Contains approx 2X higher protein[^]
- No unhealthy weight gain
- Designed by paediatricians for catchup growth*

*Refers to linear growth. Statistically significant difference in change in height SDS between groups after 3 months in consumers with good compliance to consumption (Post hoc analysis of study results published in J Pediatr December 2014;165:1190-3). [^]Creative rendition & Individual results could vary. [^]Clinically proven to help pre-pubertal children (3-9 yrs) who are lagging behind in growth (height & weight) by shifting up their growth curve in 6 months. Will be beneficial only when there is good compliance to consumption. Published in J Pediatr December 2014;165:1190-3. May be marketed to healthy lean & short children who may be fussy eaters.



400 g
Vanilla Jar



400 g
Chocolate Jar

RETAILER MARGIN - 11%

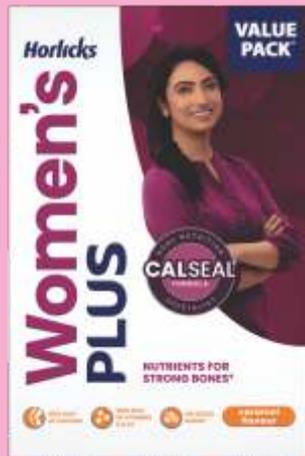


Horlicks **Women's PLUS**

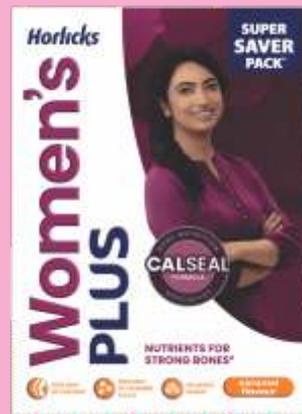
- Calseal Formula with 100% daily requirement of Calcium, Vitamin D and Vitamin K2
- No Added Sugar
- Low Fat



Horlicks Women's Plus is a nourishing beverage to be consumed as a part of daily diet. *Unique combination of Calcium, Vitamin D and Vitamin K2 to support bone health. Contains Acesulfame Potassium. Not recommended for children. †CONTAINS NATURALLY OCCURRING SUGARS. *RDA 2010



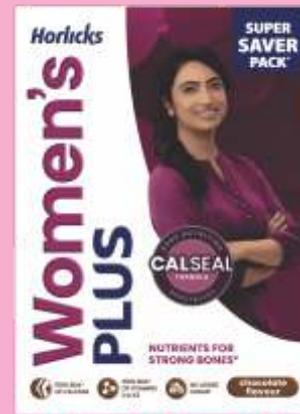
750 g
Caramel BIB



400 g
Caramel BIB



400 g
Caramel Jar



400 g
Chocolate BIB



400 g
Chocolate Jar



RETAILER MARGIN - 8%

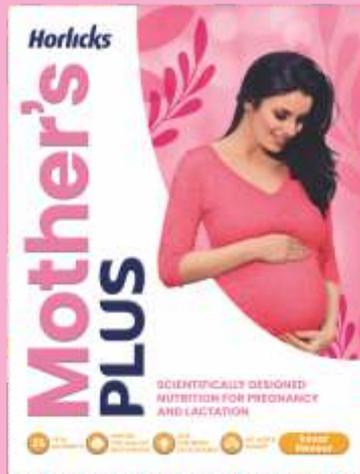


Horlicks
Mother's PLUS

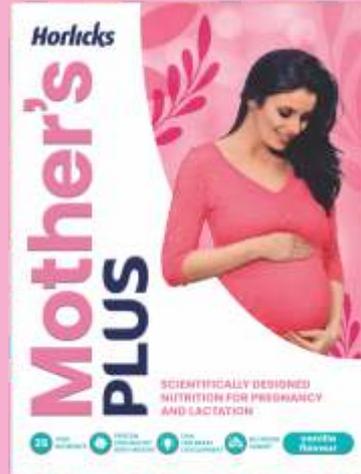
- No. 1 Gynaecologist recommended brand
- Provides nutrients known to Improve baby's birth weight
- Support brain development



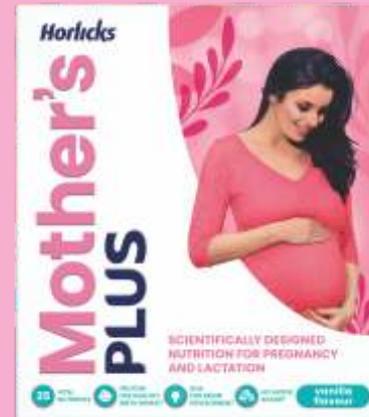
Horlicks Mother's Plus is a nutritional beverage to be consumed as part of daily diet. *Sucrose. CONTAINS NATURALLY OCCURRING SUGARS.



**500 g
Kesar BIB**



**500 g
Vanilla BIB**



**200 g
Vanilla BIB**

**No.1
Gynaecologist*
Recommended
Brand**

RETAILER MARGIN - 8%



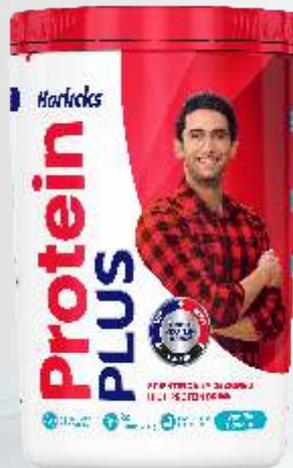
Horlicks Protein PLUS

- Get 30%* of your daily protein need
- Blend of 3 high quality protein
- Reduced Sugar
- Great Taste



*With 200 ml of cow/buffalo milk. As per ICMR RDA for Indian sedentary man. Horlicks Protein Plus is a nourishing beverage to be consumed as part of a daily diet.

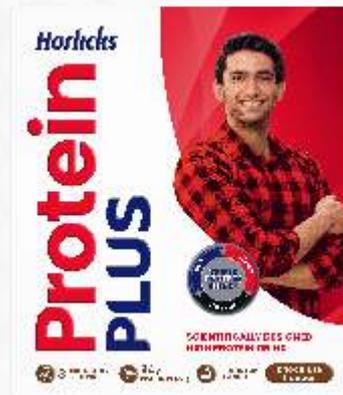
• Blend of 3 High Quality Proteins (Whey, Soy, Casein)



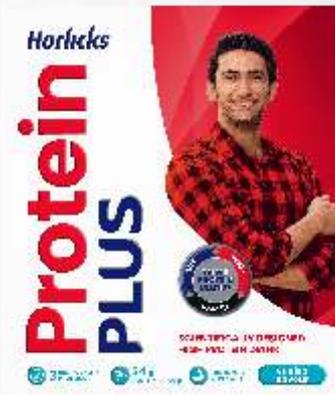
400 g
Vanilla Jar



400 g
Chocolate Jar



200 g
Chocolate BIB



200 g
Vanilla BIB



RETAILER MARGIN - 14%



lite Horlicks

Nourishment for Active Adults

- High Protein for cell maintenance and repair
- Zero Added Sugar
- Zero Cholesterol



Horlicks Lite is a nourishing beverage to be consumed as part of daily diet. For protection against free radical injury, consumption of diets rich in fruits and vegetables along with exercise is necessary. As per CODEX Guidelines. Lite Horlicks contains Acesulfame-Potassium. Not recommended for children. No sugar added in the product. CONTAINS ARTIFICIAL SWEETNER AND FOR CALORIE CONSCIOUS. Sucrose. High stress and other factors lead to high free radicals which may lead to cell damage. *In comparison with price per gram of 450 g Horlicks Lite Jar.



500 g
Pillow Pouch



450 g
Jar



450 g
Badam BIB



**HIGH
PROTEIN¹**



**No
Added
Sugar**



**ZERO
CHOLESTEROL¹**

RETAILER MARGIN - 8%



Boost

- Scientifically Proven 3X More Stamina⁺
- Supports Optimal Bone & Muscle Strength
- Helps Reduce Tiredness & Fatigue

 Boost is a nourishing beverage to be taken as a part of daily diet and exercise plan. Refer pack for details.



**1 Kg
BIB**

**1 Kg
Pillow Pouch**

**750 g
BIB**



**500 g
Pillow Pouch**

**450 g
Jar**



**200 g
Jar**

**200 g
Pillow Pouch**



**75 g + 25 g
Sachet**

**17 g
Sachet**

**7 g
Sachet**

RETAILER MARGIN - 8%

OHC



SENSODYNE

- Clinically proven protection from tooth sensitivity
- Cavity protection, strengthens the teeth and long lasting fresh breath
- Prevents plaque and bacteria build-up



Fresh Mint (40 g)



Fresh Gel (40 g)



Fresh Mint (75 g)



Fresh Gel (75 g)



Fresh Mint (150 g)



Fresh Gel (150 g)



Access Pack (20 g)

RETAILER MARGIN - 15%



SENSODYNE

- Sensitivity relief
- Lasting sensitivity protection
- Cavity protection
- Fresh taste



Repair & Protect (70 g)



Rapid Relief (40 g)



Repair & Protect (100 g)

- Novamin formulation which helps repair sensitive areas. - First results visible in four weeks
- Recommended by dentists for more than 9 years in India



Rapid Relief (80 g)

- Acts on sensitivity in 60 seconds. - Builds a protective barrier over sensitive areas of your teeth. - All the benefits of a fluoride toothpaste.

RETAILER MARGIN - 15%



SENSODYNE

- Sensitivity relief
- Fresh taste



Deep Clean (40 g / 70 g)

- Provides a minty and a fresh feeling.
- Strengthens teeth and prevents tooth decay.



Whitening (70 g)

- Polishes away surface stains.
- Pleasant taste, fresh breath and a whiter smile.



Herbal Multi Care (70 g)

- Contains extracts of Eucalyptus and Fennel.
- Fights tooth decay.

RETAILER MARGIN - 15%



- Keeps dentures in place all day long
- No Zinc in the product
- No artificial flavor or colour in the product



Holds dentures securely all day* long



World's No. 1 selling denture care brand#



No zinc, artificial flavour or colours



Denture Fixative Cream (20 g)

RETAILER MARGIN - 15%



parodontax

- Helps prevent gum problems
- 4X more effective at removing plaque
- Contains 67% specialized mineral salts



Daily Fluoride (75 g)



Ultra Clean (75 g)



parodontax



CONTAINS
67%
MINERAL SALT



IS **4X**
MORE
EFFECTIVE*

RETAILER MARGIN - 15%



SENSODYNE

- India's No.1 Sensitivity Toothbrush
- Soft, Rounded tip bristles (7 mil)
- Gentle & Effective Care of teeth & gums
- Non-slip rubber grip



Eco Brush
SKU Available : 10 +2

RETAILER MARGIN - 30%



SENSODYNE

- India's No.1 Sensitivity Toothbrush
- Soft, Rounded tip bristles (6 mil)
- Gentle & Effective Care of teeth & gums
- Broad handle for comfortable hold



**Soft Brush
(Singles)**



**Soft Brush
(2+1 Pack)**



**Soft Brush
(Hanger pack - Pack of 6)**



**Soft Brush
(Hanger Pack - 5+1)**



**Soft Brush
(Quad Pack)**

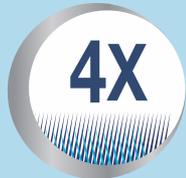
RETAILER MARGIN - 35%



India's No.1 Sensitivity Toothbrush



Extra Soft Bristles



Up To 4X Better Reach Along The Gumline*



Attractive Packaging



Deep Clean Brush

- Extra Soft, Tapered bristles.
- Upto 4x better reach along gumline vs regular flat brush.
- Upto 38% better reach between teeth vs regular flat brush.



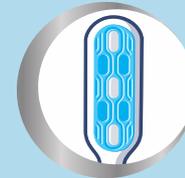
Expert Brush

- Soft, 20x slimmer bristles vs regular flat brush.
- Cross Active bristle design advanced tongue cleaner.

Designed with **EXPERTS** for sensitivity care.



Slimmer Bristle Tips



Advanced Tongue Cleaner

RETAILER MARGIN - 35%

OTC



ENO[®]

INDIA'S No. 1 ANTACID BRAND

- Gets To work in 6 seconds, faster than liquids and tablets
- India's No.1 Antacid Brand, selling over a 100 Cr Sachets every year
- Allows consumers to live their lives acidity free



Eno Regular
30's



Eno Regular Bottle
(100 g)



Target Audience : Individuals with
age >12 years



Eno Lemon Bottle
(100 g)



Eno Lemon Multipack



Eno Lemon
60's



Regular Lemon

RETAILER MARGIN - 20%



ENO[®]

INDIA'S No. **1** ANTACID BRAND*

- Gets To work in 6 seconds, faster than liquids and tablets
- India's No.1 Antacid Brand, selling over a 100 Cr Sachets every year
- Allows consumers to live their lives acidity free



**Eno Cooling
Cool Lemon
Flavour**



**Eno Cooling
Cool Mint
Flavour**



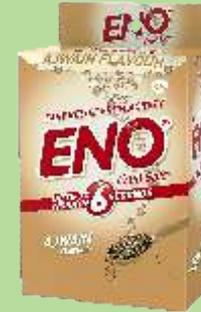
Target Audience : Individuals with age >12 years



**Eno Mausambi
30's**



**Eno Cola
30's**



**Eno Ajwain
30's**



**Eno Orange
30's**



Cool Lemon



Cool Mint



Ajwain



Cola



Mausambi



Orange



**Eno Orange Bottle
(100 g)**

RETAILER MARGIN - 20%



IODEX

PAIN RELIEF BALM

- Gets to work in 4 mins
- Body Pain Expert
- 100 Years of Heritage



4g Blister Pack
(4g x 8 units)



8 g



16 g



40 g

RETAILER MARGIN - 15%





- 3x Effective Relief
- Penetrates deep to relieve pain and swelling
- Non-greasy, pleasant smelling cooling gel



15 g



30 g

15 g x 6 SRP Pack



RETAILER MARGIN - 20%



IODEX
BODY PAIN EXPERT
RAPID ACTION SPRAY

- 100% Ayurvedic Formulation
- Power of Lavang provides fast and effective relief
- Provides dual sensation of cooling followed by long-lasting warming sensation



60 g



35 g



All Natural Ingredients



Power of Lavang



Unique Penetration Formula

RETAILER MARGIN - 20%



Crocin

- Starts to work in 5 minutes
- Effective against headaches, fever, cold and flu
- Obtizorb technology helps in faster absorption
- Trusted brand for your loved ones



**Crocin Pain Relief
(Strip of 15 Tabs)**



**Crocin 650
(Strip of 15 Tabs)**



**Crocin Advance
(Strip of 20 Tabs)**



**Crocin Cold & Flu
(Strip of 15 Tabs)**



RETAILER MARGIN - 20%



Crocin

- Starts to work in 5 minutes
- Effective against headaches, fever, cold and flu
- Obtizorb technology helps in faster absorption
- Trusted brand for your loved ones



Crocin Drops (15 ml)

Target Audience :
Babies with age between 2 to 12 months



Crocin 240 Suspension DS (60 ml)

Target Audience :
Kids between 5 to 12 years of age



Crocin 120 Suspension (60 ml)

Target Audience :
Kids between 1 to 5 years of age



RETAILER MARGIN - 20%



Otrivin

- Provides Relief from blocked nose for upto 12 hours
- Cleanses and soothes the nose

Adult Range



Otrivin Oxy Fast Relief (10 ml)

Target Audience :
Individuals with
age >12 Years of age



Otrivin Moisturising Adult (10 ml)

Target Audience :
Individuals with
age >11 years



Otrivin Saline (10 ml)

Target Audience :
Individuals with
age >2 years

Pediatric Range



Otrivin Paediatric (10 ml)

Target Audience :
Kids with age
between 2 to 11 years



Otrivin Moisturising Paediatric (10 ml)

Target Audience :
Kids with age
between 2 to 11 years



Otrivin Baby Saline (10 ml)

Target Audience :
Kids with
age >2 weeks

RETAILER MARGIN - 20%



Otrivin

- Washes out pollutants and germs from the nose
- Cleanses, Soothes and Moisturizes the Nose



**Otrivin
Breathe Clean
(100 ml)**

Target Audience :
Individual with age >2 years



Washes away excess mucus or dust & pollen



Cleans and moisturises **naturally**



Makes **breathing easier**



Natural gentle nasal cleanser



Thins, loosens & removes nasal secretions

RETAILER MARGIN - 20%



OSTOCALCIUM[®]

Companion of Healthy Bones

- Stronger Bones for Active Life
- 2 tablets provides calcium equivalent to 2 cups of milk
- Tasty Chewable Tablets

Ostocalcium B12 Suspension



Banana Flavour || Lemon Lime Flavour

Target Audience : Kids with age between 0-12 years of age

Ostocalcium Plus tablets



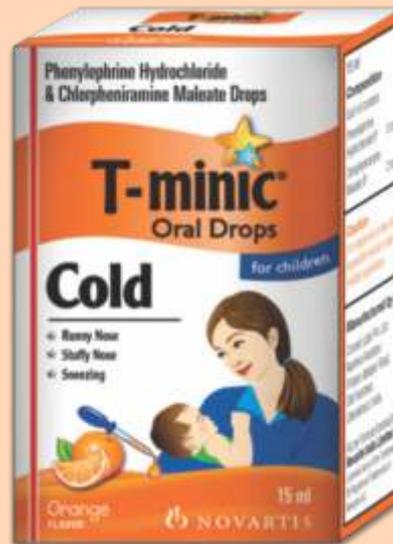
Target Audience : Females with age >30 years

RETAILER MARGIN - 20%



T-minic[®]
Syrup

- Decreases Sneezing
- Increases mucociliary clearance
- Reduces nasal airway resistance



**T-minic
Oral Drops - Orange Flavour
(15 ml)**

Target Audience : Children with age <4 years



**T-minic
Syrup - Orange Flavour
(60 ml)**

Target Audience : Children with age \geq 4 years

RETAILER MARGIN - 20%



Visibility Elements

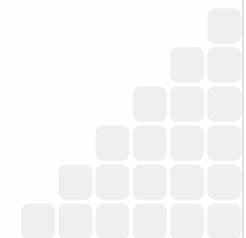




Visibility

Dabang Rules Of Display

D	Do not compromise on whatever you want
A	Anything above 6 feet is not acceptable
B	Behind the cash counter is best location
A	Anything deeper than 10 feet is not acceptable
N	No display out-side the out-let
G	Get the eye level





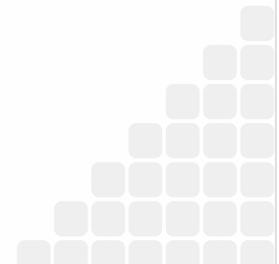
Merchandising Guidelines

Do's

- ✓ Nailing & Fixing the element permanently is compulsory.
- ✓ Tape roll on the display shelves is compulsory
- ✓ Install the elements using the DABANG rules of visibility.
- ✓ Merchandising Kit

Don't's

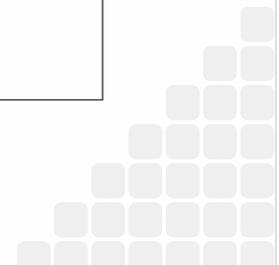
- ✗ Never go to the market without any Display Elements / Merchandising kit
- ✗ Display elements should not dangle in air in a loose manner.
- ✗ Don't overuse the POS material
- ✗ Don't hang the elements or hand-over the elements to the retailer





DSR Ways of Working

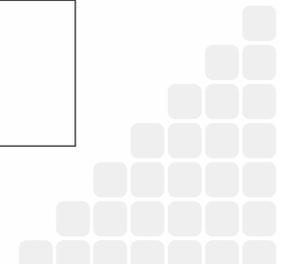
Before Market	<ul style="list-style-type: none">• Gate Meeting in the morning at DB point (8.30 AM – 9 AM)• Bag check as per checklist• Set targets for the day according to beat – Value, PC, TLS, EC
During Market	<ul style="list-style-type: none">• Start First Call by 9.30 AM• Do 25 – 30 calls in a day• Minimum 18 PC every day• Scout for & add new outlets as per target• Daily TLS as per target• Follow PASSION call every outlet using HHT, Sales Builder & Samples• Communicate Canvas Chem1st targets to outlets every 15 days
After Market	<ul style="list-style-type: none">• Sync HHT• Review discussion with TSE• Submit collection & plan for next day





PASSION – HUL Way of Selling

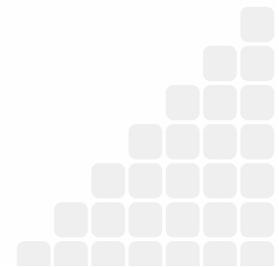
P	Planning	<ul style="list-style-type: none">• Plan before entering each outlet using HHT & plan slips• Make a plan for Value & TLS based on last 3 bill cuts & target for the day• Plan for focus brand EC/Vol, NPI introduction, enrolling party in special scheme/offer
A	Approach	<ul style="list-style-type: none">• Greet the retailer by name & strike a brief conversation before seeking permission for Store Check
S	Store Check	<ul style="list-style-type: none">• Stocks to be clean• FEFO maintenance• No damage/expiry stock in outlet
S	Sell & Secure	<ul style="list-style-type: none">• Call using HHT, Sales Builder & Samples• Follow Orange Store MSL
I	In-Store Merchandising	<ul style="list-style-type: none">• Execute visibility as per POS Matrix• Follow DABANG rules of visibility• Put up paper POSM of the month
O	Outstanding Collection	<ul style="list-style-type: none">• Forum bill only• Enter stock return on HHT
N	Newness	<ul style="list-style-type: none">• Maximize TLS to increase range• Follow NPI Plan slip• Detailing of products through HHT videos / detailers





DSR Bag Checklist

- ✓ HHT (Fully charged)
- ✓ Sales Builder
- ✓ Scheme Card
- ✓ Promo / NPI samples
- ✓ Merchandising Kit
- ✓ POS Elements
- ✓ Paper POSM
- ✓ Canvas Chem1st Targets
- ✓ NPI Plan Slips





Mechandising Kit Contents



Duster



Metal Hammer



Chinese Nails



Stapler Gun



Stapler Pins



Cello Tape



Double Sided Tape



Scissor



Cable Tie(Big)



