



HLL Lifecare Limited  
Innovating for Healthy Generations

# The Pink Revolution





The foundation stone laying function of HLL's Plant on 14th January 1967. Seen on the occasion are Mr K.N. Srivastava IAS, HLL's first Chairman; Dr Sushila Nayyar, the then Union Minister for Health and Family Welfare; Mr Bhagwan Sahay, the then Governor of Kerala and Mr T. Kambe of Mitsui & Co.



A Japanese engineer explains the working of the Moulding Machine to a HLL engineer, in 1969.



EASHTRAPATI BHAVAN  
NEW DELHI-4  
MARCH 9, 1970

I am glad to learn that the Nirodh Factory of the Hindustan Latex Limited will complete one year of its existence on the 5th April, 1970.

Family Planning occupies a pivotal role in our schemes of national development. In order to achieve success in this objective it would be expedient to propagate the use of devices that restrict the growth of population. 'Nirodh' is one such simple, safe and dependable device. Japan and other advanced countries have shown us the way. What they have done, we can and must do if gains obtained from economic growth are not to be nullified by the rapid growth of population.

I send my best wishes to the Hindustan Latex Limited for success in its endeavours.

  
( V.V.Giri )

The message from the then President of India, Mr V.V. Giri on the completion of HLL's first year of operations, in April 1970.

Long ago, in 1966, a quiet revolution took place in Thiruvananthapuram,

a small picturesque town located in the south western part of India. A revolution called HLL that swept the length and breadth of the country. A revolution that helped to rein in the alarming population growth and enhanced the quality of life of families. A revolution that eventually sparked off many a movement and idea, bringing quality healthcare and prosperity at the doorstep of millions. The revolution resulted in creating a healthier India, with a record of 189 Mn couple year protections (CYPs\*) during the past four decades. We call it the Pink Revolution. The revolution, today, has reached every corner of the country as well as many parts of the world, addressing public health challenges and bringing good health and happiness in its wake.



HLL's Corporate headquarters at Thiruvananthapuram, Kerala.





# The Pink



# Route

## The Manufacturing Facilities

HLL has since traversed a long path, over the past five decades. From a modest condom packing unit to a condom manufacturer, to an organisation manufacturing the widest range of contraceptives, HLL has emerged as one of India's foremost providers of healthcare products and services and today to a healthcare delivery major. This journey of transformation, reflecting its new spirit of discovery, enterprise and caring, gave it a new name -HLL Lifecare Limited - which communicates its commitment to the wider spectrum of lifecare, touching the lives of millions across the world and realising its dream and vision of a world, in the pink of health.

## MANUFACTURING FACILITIES

HLL commenced its commercial operations on April 5, 1969 at Peroorkada in Thiruvananthapuram in the state of Kerala. HLL today has seven state-of-the-art manufacturing plants in India – Peroorkada in Thiruvananthapuram, Kerala for Male and Female Condoms, Kanagala near Belgaum in Karnataka (1985) for contraceptives and pharmaceutical products, Akkulam in Thiruvananthapuram, Kerala (1994) for Blood bags, Surgical Sutures and other hospital products and also contraceptives like IUCD and Tubal Ring, Kakkanad in Cochin Special Economic Zone, Kerala (2004) for female and male condoms, Manesar in Gurgaon, Haryana (2007) for in-vitro diagnostic test kits, Indore in Madhya Pradesh (2010) for pharma and women's healthcare products, Irapuram in Cochin, Kerala (2014) for Male Condoms

### **Peroorkada Facility, Thiruvananthapuram (PFT)**

The manufacturing unit for Male Latex Condoms at Peroorkada, in Thiruvananthapuram district of Kerala was set up in 1969 in technical collaboration with M/s Okamoto Industries Inc., Japan. Over the last 5 decades, HLL has developed its technical expertise in latex processing via continuous innovations and has carved out global reputation as a condom technology major. The plant has undergone continuous modernisation over the years and has an annual production capacity to produce 1246 Mn pcs of condoms. The facility is equipped with modern machines and equipment for production, inspection and quality testing, conforming to GMP and adhering to various international standards. The unit produces both male and female condoms. Male condoms are currently produced in 19 variants with different

flavours, textures and sizes.

In 2004, HLL's Female Condom manufacturing facility commenced its operations. The Female Condom is made of low-protein natural rubber latex designed and developed indigenously by the Corporate Research & Development Centre (CRDC) of HLL. It has an installed capacity to produce 25 Mn pcs / year.

### **Akkulam Facility, Thiruvananthapuram (AFT)**

The Blood Bag manufacturing Facility at Akkulam, in Thiruvananthapuram was set up in the year 1994 in partnership with Sree Chitra Tirunal Institute for Medical Sciences and Technology (SCTIMST) with an installed capacity of 2 Mn units per annum. It has, over the years, established a state-of-the-art facility with capability to manufacture blood bags with highest adherence to quality, reliability and safety. The facility is equipped with fully automated blood bag welding machine and has now an installed capacity to produce 12.5 Mn Single Bag Equivalentents (SBEs) per annum.

HLL has also added other medical devices namely Surgical Sutures (Absorbable & Non Absorbable), Intrauterine Devices (Copper T) and Tubal Rings into its portfolio. The annual production capacity of copper IUCDs stood at 17.5 Mn pcs, surgical sutures -6,25,000 dozens and tubal rings - 2.5 Mn pairs. Blood Bags and Surgical Sutures are certified with CE Mark.

### **Kanagala Facility, Belgaum (KFB)**

The Kanagala Facility in Belgaum, Karnataka (KFB) commenced operations with production of condoms in 1985 using Japanese technology.



Peroorkada Facility, Thiruvananthapuram



Akkulam Facility, Thiruvananthapuram



Kanagala Facility, Belgaum



Unipill Block, Kanagala



This unit underwent diversification in 1992 with addition of tableting facility for birth control pills-hormonal (MALA -D/N) and the formulation and tableting of Ormeloxifene (SAHELI) the indigenous, non-steroidal once-a-week pill.

The tableting of Emergency Contraceptive pills started in 2003. Manufacturing facility for Centchroman bulk drug was added in 2004. Commercial manufacturing of women healthcare products commenced in 2006.

To address the menstrual hygiene needs of women, a new Sanitary Napkin manufacturing facility with a capacity to produce 400 Mn pcs of sanitary napkins per annum became operational in 2013.

### Unipill Block

In the year 2012, KFB added a world-class hormonal formulation plant – The 'UNIPILL Block'. The UNIPILL facility boasts of most modern manufacturing equipment with containment technology to cater to hormonal products and automated processes for accurate and energy efficient operations. This led to the successful WHO GMP certification of the Unipill block in 2016.

### Kakkanad Facility, Cochin (KFC)

Kakkanad Facility Cochin (KFC) is located at Cochin Special Economic Zone, Kakkanad, Kerala. It has a testing and packing facility for Male and female condoms with an installed capacity of 300 Mn Pcs and 25 Mn Pcs per year respectively. KFC is approved by international procurement agencies like IDA, Mission Pharma and UNFPA for the supply of both male and female condoms and mainly caters to the export market.

### Irapuram Facility, Cochin (IFC)

Irapuram Facility Cochin (IFC) is located at the Rubber Park near Perumbavoor, Kerala. IFC facility, which commenced its operations in 2014, is the moulding hub for male condoms. The installed capacity for male condom moulding is 300 Mn pcs/ year.

### Manesar Facility, Gurgaon (MFG)

HLL's in-vitro diagnostic test kits manufacturing facility at Manesar in Gurgaon, Haryana, commenced its operations in November 2007. The unit has an installed capacity to manufacture 26 Mn rapid pregnancy test kits per year. The unit has added new products to its portfolio, such as rapid test kits for detection of metabolic hormones like Human Chorionic Gonadotropin(hCG), Luteinizing Hormone (LH) in urine and prognosis of diseases such as Dengue, Malaria(different strains), Kala-azar (Leishmaniasis) and Chikungunya. The unit also handles tests for critical infectious diseases both in rapid and ELISA format-HIV, HCV, HBsAg, Syphilis and Antiseras. Apart from this, the unit is also focusing on Point-Of-Care-Testing products like Blood Glucometer and molecular Diagnostic Test- Dual PCR Test for simultaneous diagnosis of Dengue and Chikunguniya.

### Pharma Facility, Indore (PFI)

HLL's Pharma Production Facility at Indore commenced operations in 2010. The unit supplements the existing production facility of KFB in the area of women's healthcare products. The facility also focuses on Iron & Folic Acid tablets manufacturing and has the capability to manufacture a range of pharma products which include formulations such as tablets, capsules and ORS.



Kakkanad Facility, Cochin



Manesar Facility, Gurgaon



Pharma Facility, Indore



Irapuram Facility, Cochin



Think



# Pink

## Technology and Innovations

Since inception, HLL has been constantly innovating to create novel products with the help of modern technology, so that the benefits of modern healthcare can transform everyday lives of the common man. Over the years, every product of HLL, created through constant Research and Development has aimed at making world-class healthcare affordable and available to the society at large.

## OUR TECHNOLOGY

To realise its motto - Innovating for healthy generations - HLL has always put technology and innovation at the forefront of its activities. HLL has successfully commercialised several indigenous technologies developed by premier research institutions such as Sree Chitra Tirunal Institute of Medical Sciences and Technology, Thiruvananthapuram, Central Drug Research Institute, Lucknow and Biotech Consortium India Ltd. This ability to assimilate innovative technology has enabled HLL to produce cost-effective and high quality medical devices, drugs and contraceptives. Through several collaborations with world leaders in technology, HLL now has state-of-the-art facilities to manufacture world-class healthcare products and make them affordable and available to millions worldwide.

## QUALITY STANDARDS

HLL's quality policy ensures delivering value to customers on time, every time. From contraceptives to healthcare devices, all its products, services and manufacturing facilities conform to international standards and quality certifications, which translate into best value for the customers.

Our production facilities have quality, safety and health certifications from prestigious certification bodies:

- ISO 9001 for manufacturing facilities at Akkulam, Peroorkada, Kanagala, Kakkanad, Irapuram and Manesar
- ISO 9001 for Procurement Consultancy Division
- ISO 13485 for manufacturing units at Akkulam, Peroorkada, Kanagala, Kakkanad, Irapuram and Manesar
- ISO 14001 and ISO 45001 certification for manufacturing facilities at Akkulam,



- Peroorkada, Kanagala and Kakkanad
- ISO 17025 for the finished product testing laboratory at Peroorkada for condoms
- NABL accreditation of HINDLABS, New Delhi as per ISO 15189

Our products carry the following product certifications:

- CE mark for Male and Female Condoms, Blood Bags, Surgical Sutures and Pregnancy Test Kits
- SABS mark, NF mark, KITE mark, 510 K (USA) registration and CMDCAS certification for Condoms

## GLOBAL OUTLOOK

With the changing socio-political climate, global health programmes are constantly seeking diverse solutions in the areas of medicine and healthcare. HLL provides the perfect answer to many questions that the world faces in healthcare, thanks to its extensive experience, innovative technologies and ample resources. The innovative products and services of HLL today reach over 100 countries spanning seven continents. Its consultancy services and products are part of the global healthcare packages of international agencies such as UNFPA, UNOPS, IPPF, WHO, PSI, SAARC Secretariat and IDA Foundation.

## OUR PARTNERS

In its quest towards becoming a truly world-class provider of healthcare products and services, HLL has been seeking to adapt knowledge from its partners. HLL has over the years been networking with various corporate organisations, development agencies and NGOs by combining strengths and capabilities of several world leaders. Some of them are listed below:

- Okamoto Industries Inc. for Male Condoms





- | [Finishing Enterprises](#), USA for Copper T IUCD
- | [Helm](#), Germany for distribution of DMPA (Depot Medroxyprogesterone Acetate) in India
- | [CRDI Lucknow](#) for Ormeloxifene
- | [Biotech Consortium India Ltd](#) for Limb Immobilizer
- | [Arya Vaidya Sala \(AVS\)](#), Kottakal, Kerala, for Natural Ayurvedic products
- | [Chengdu Institute of Biological Products](#), China for supply of JE Vaccines to Government of India
- | [Cheng Da Biotechnology \(CDBIO\)](#), China for marketing of Human Anti Rabies Vaccine in India
- | [Cycle Technologies Inc.](#), USA for manufacture and distribution of Cycle Beads in India and abroad
- | More than [300 NGOs](#) for implementing population stabilisation and HIV/AIDS prevention and control programmes

### HLL CORPORATE R&D CENTRE

The Corporate R&D Centre (CRDC) of HLL has been conceived as a centre of excellence of International standards, for carrying out applied research activities in selected healthcare areas. It came into existence with a strong determination to facilitate innovation and ensure competitive edge of its products. CRDC is a Department of Scientific and Industrial Research (DSIR), Government of India, approved centre. This centre, based at Akkulam in Thiruvananthapuram integrates various in-house R&D efforts and focuses mainly on **reproductive health**. The centre has the technical competence to develop technologies, nurture them to commercial products and align them to company's line of business. Moreover, the centre has state-of-the-art analytical and testing facilities for developing innovative technologies. The R&D centre broadly segmented into three verticals

focusing on Medical devices, Diagnostics and Pharma.

- The core function of the medical devices lab is to advance the development of new tools, standards, and approaches to assess safety, efficacy, quality, and performance of healthcare products.
- The diagnostic laboratory offers a comprehensive range of facilities and is concerned with the development of methods for early and accurate detection of medical conditions in order to facilitate effective medical treatment.
- Pharma laboratory researches on Drug delivery which plays an important role in bringing new medicines to patients and in improving the effectiveness, safety, or compliance of older medicines.

The Central-Instrumentation-Facility (CIF) is well equipped with a number of sophisticated analytical instruments to support research activities at CRDC. Further, it is being equipped with an array of advanced analytical and testing instruments which is available for external testing. This centre hosts an Incubation Facility (class 10000 cleanroom) to achieve a fast turnaround time for introducing product developed at R&D facility or obtained from elsewhere into pilot level for clinical evaluation and for test marketing. Based on its technological competency, the CRDC is implementing sponsored projects from organisations including Department of Science and Technology (DST), Defense Research Development Organisation (DRDO), Department of Biotechnology (DBT), Council of Scientific Industrial Research (CSIR) and international agencies like Bill & Melinda Gates Foundation.





Pink

# Care

## Innovative Products

Throughout, HLL has strived to reach out, care and protect lives across the world. HLL made available safe and affordable contraceptives, thus contributing to checking the population growth in a big way. This was followed by a vast array of innovative, revolutionary and path-breaking healthcare products.



## CONTRACEPTIVES

HLL manufactures and markets the widest range of contraceptives. The range includes Male Condoms, Female condoms, Intra-Uterine Devices, Oral Contraceptive Pills- Steroidal and Non-steroidal, Emergency Contraceptive Pills, Tubal Rings and Injectables.

### Male Condoms

Today, HLL produces 1947 Mn condoms annually, making it one of the world's leading manufacturers of condoms, accounting for nearly 10 per cent of the global condom production capacity. The flagship condom brand of HLL, MOODS has gained the status of Power brand and Super brand (Consumer Validated 2011-12). In 2017, MOODS also received the Prestigious Brands of Asia Award.

MOODS is positioned as a catalyst that helps to rejuvenate and strengthen relationships

by promising pleasurable protection. The MOODS range of condoms with 19 variants, appeal to customer segments across different age groups. The brand is marketed internationally. Another HLL brand,

CREZENDO is a condom pack with vibrating ring. The other brands manufactured by the company include USTAD and RAKSHAK for Government of India's Social Marketing Programme.

### Female Condoms

This women-initiated contraceptive method empowers women, enabling them to take the initiative in protecting their reproductive health and that of their partners. They provide dual protection against unwanted pregnancy and STDs, HIV/AIDS.

HLL produces low-protein natural latex based female condoms (HLLFC) under the brand name VELVET. The product has been indigenously developed by HLL's Corporate R&D Centre.

### Oral Contraceptive Pills (OCP)

HLL manufactures and markets Non-steroidal (once-a-week), Steroidal (daily) and Emergency Contraceptive Pills, promoting women empowerment and freedom from worries of unwanted pregnancies.

### Non-steroidal OCP

HLL pioneered the use of Non-steroidal Oral Contraceptive Pills in India.

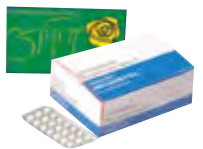
CENTCHROMAN (Ormeloxifene 30mg), the world's first Non-steroidal Pill was

launched as SAHELI by HLL in 1991. Extensive research carried out by the Central Drug Research Institute, Lucknow has proved the drug Centchroman to be highly safe by the medical fraternity. SAHELI, a once-a-week pill is convenient to use and free from side effects that are associated with conventional hormonal oral contraceptives. HLL also promotes Ormeloxifene 30 mg ethically, under the brand name NOVEX.



### Steroidal OCP

In the steroidal segment of oral contraceptive pills, HLL is marketing formulation containing Levonorgestrel and Ethinyl estradiol, under the brand names NOGESTOL and ARPAN.



### Emergency Contraceptive Pill

UNIPILL is an emergency contraceptive pill, with 0.75mg Levonorgestrel in each dose, which prevents pregnancy when taken within 72 hours of unprotected sex. It empowers women who do not wish to conceive and avoids the trauma of MTP.



### Intra-Uterine Contraceptive Devices (IUCD)

Spacing is an approach of family planning that helps women and families delay or limit their pregnancies to achieve the healthiest outcomes for women and the newborns. Spacing works within the context of free and informed contraceptive choice and takes into account

fertility intentions and desired family size. All over the world, spacing between pregnancies has become the norm and IUCD provides safe and effective contraception, giving women the time they need to space



their pregnancies. T-CARE, COPPER-T 380 is an IUCD manufactured in a Class 10000 clean room at HLL's facility (AFT) set up in technical collaboration with M/s. Finishing Enterprises, USA. Also being introduced is MULTI-LOAD M-CARE CU250 - an effective Intra Uterine Contraceptive Device made of polyethylene. Its structure and shape offers more convenience during insertion and helps to keep the device adjacent to the fundus without stretching the uterine cavity. The horse-shoe shaped CU 375 IUCD offers smooth, painless entry and the flexible arms improve the comfort and effectiveness of the device.

### EMILY (LNG –IUS)

EMILY is a Levonorgestrel releasing Intra Uterine Delivery System (IUS) developed indigenously by HLL Corporate R&D in collaboration with Sree Chitra Tirunal Institute for Medical Sciences and Technology (SCTIMST). EMILY provides contraception up to 5



years and is also ideal for treatment of Dysfunctional Uterine Bleeding (DUB). The design of EMILY is unique with the white M-shaped frame made

from soft flexible plastic which helps in easier insertion. The IUS consists of a reservoir containing the drug Levonorgestrel, a controlled dose of which is released daily using a rate controlling membrane tubing. The product would be a boon for those who opt-out of DUB treatments due to the high cost involved EMILY underlines the commitment of HLL in bringing out innovative, quality products at affordable prices thereby improving the accessibility to high end healthcare.

### Tubal Ring

TUBAL RINGS made of silicon provide a permanent contraception for women, who have completed their family. Post-partum tubal ligation using TUBAL RINGS is one of the most effective female sterilisation techniques. The product usage has no side effects, and no repeated clinic visits are required. HLL's TUBAL RINGS conform to IS 13009: 1990 standard.



## HOSPITAL PRODUCTS

HLL has a vast array of innovative healthcare products and services, ranging from Blood Bags to Blood Banking Equipment, Surgical Sutures to Surgical Gloves, and Equipment for Neonatal Care. HLL has been able to reach out and save millions of lives across the world, using its Blood Transfusion Service Equipment and Wound Care (WC) products.

### Blood Bag System

#### HL HAEMOPACK BLOOD BAG SYSTEMS:

HL HAEMOPACK is a research product of the

renowned Sree Chitra Tirunal Institute for Medical Sciences and Technology (SCTIMST), Thiruvananthapuram. Conforming to ISO 3826 standards, HL



HAEMOPACK Blood Bags are manufactured with the highest adherence to quality and safety. It is available in a wide range of configurations to meet the modern-day needs of blood transfusion services.

#### DONATO BLOOD BAG SYSTEMS:

DONATO means 'Gift of God'.

HLL in 2010 introduced a range of Blood Collection System under the brand name – DONATO.



Through DONATO, HLL endeavours to offer a range of single, multiple and top & bottom blood bags, which cater to contemporary blood transfusion needs. DONATO bags are equipped with ultra-thin 16G needle, re-capable needle cover, inline sampling system, pinch clamps and tamper evident labels and transfusion port covers.

### Surgical Sutures

Sutures are an integral part of any surgical procedure. HLL offers a range of absorbable and non-absorbable surgical sutures for General Surgeries and various other specialties.

The range consists of HINGLACT

– Polyglactin 910 sutures

HIDOX – Polydioxanone sutures,

HINCRYL – Polyglycolic acid sutures,

HINSURG – Monofilament Polypropylene

sutures, HISIL – Black braided silk sutures,



HILON– Monofilament Polyamide sutures, HINBOND – Polyester suture. The reliability, safety and consistent quality of sutures are ensured by the state-of-the-art WHO-GMP certified manufacturing facility with modern machinery. Rigorous testing of in-process goods and finished products guarantee conformity to latest USP & EP standards. Micrograined stainless steel eyeless needles tested as per IS 9165 and IS 7531 standards are used which ensure minimum tissue trauma.

### Surgical and Examination Gloves

MEDIGARD Surgical and Examination Gloves are manufactured in a state-of-the-art facility with international quality certifications and conform to ASTM-D-3577-92 and IS 13422. Non-sterile Gloves conform to IS 4148 and Examination Gloves conform to ASTM-D-3578-92.



### Medigard Hand Rub & Hand Scrub

Medigard Hand Rub contains Chlorhexidine Gluconate 0.5% w/v and Isopropyl Alcohol 70% v/v. Medigard Hand Rub has broad-spectrum antimicrobial activity including HIB, HBV and HCV. It has rapid onset of action in just 30 seconds compared to 2-3 minutes of Ethanol based products. It also prevents nosocomial infections. Moreover,



unlike other available products in the market, Medigard Hand Rub is effective against Spores also.

Medigard-C hand scrub contains Chlorhexidine Gluconate 2% w/v. Medigard-C provides antimicrobial activity along with fast bactericidal effect. Medigard-C cleanses and degreases the skin.

Medigard-T hand scrub contains Triclosan 0.3% w/v and is suitable for persons who are allergic to Chlorhexidine. It provides broad spectrum antibacterial activity, and keeps skin soft and supple.

### Blood Banking Equipment

The HICARE range of blood banking equipment include - Blood Donor Couch, Tube Sealer, Blood Collection Monitor, Blood Bank Refrigerator, Ice Lined Freezer, Ice Lined Refrigerator, Deep Freezer, Ultra Freezer, Automated Blood component extractor, Automatic tube strippers and refrigerated centrifuge. These equipments are available in a wide range of

models to suit specific customer requirements. HiCARE CX is the automated blood component extractor brand of HLL used to prepare blood components from centrifuged blood in single use plastic bags. It can prepare high quality blood components with any kind of commercially available bag, either Top & Top or Top & Bottom type.

### Neonatal Equipment

The HICARE range of neonatal equipment includes Phototherapy Unit, Intensive Care Incubator, Radiant Warmer and Open Care Warmer. HICARE Phototherapy Unit provide effective treatment of neonates suffering from severe jaundice. The warmers provide radiant heat to provide safe and most critical neonate.



### Blood Transfusion and Intravenous Sets

HICARE BT set with 18G disposable needle and BT set with Luer lock adaptor complying to ISO 2768, conforms to IS 9824 (Part 3) and ISO 1135 (Part 1). IV Set with disposable needle & air vent and IV Set with Luer lock adaptor with air vent, conforms to IS 12655 (Part – 4) / ISO 8536-4.

## IMMUNODIAGNOSTICS

### Rapid Diagnostic Test Kits

HLL manufactures In-vitro Diagnostic Kits, for the detection of pregnancy at its GMP facility at Manesar. HLL's commercial brand is MAKESURE. It also provides pregnancy detection kits for the Government of India's Maternal and Child Health Programme under the brand name NISHCHAY. Other diagnostic kits include test kit for the detection of Malaria, Dengue fever, Chikungunya, Kala-azar (Leishmaniasis) and other infectious diseases.



## PHARMA PRODUCTS FOR WOMEN

HLL has expanded its products and services to reach out more effectively to the healthcare needs of the



discerning Indian women. Its flagship brand NOVEX-DS- effective for long term management of Dysfunctional Uterine Bleeding (DUB) is a novel non-steroidal drug which has gained wide acceptance among gynaecologists, and is a brand leader in its segment. HLL's product range for women health include:

Contraceptives, Ovulation inducers, Anti-emetics, Menstrual Cycle Regulators, Antifibrinolytics, MTP Pills, Pregnancy Test Kits, Natural Products and vaccines.



### Sanitary Napkins

HLL has added sanitary napkins to its portfolio, targeting the issue of affordability and quality in sanitary care. 'HAPPY DAYS' is the commercial brand of HLL.



### Vending Machines

'VENDIGO' is the HLL's brand of vending machines. VENDIGO is a fully automated, electronic vending machine with unique features like multiple coin acceptance, product customizable and also programmable for new coins and price etc. Sanitary napkin vending machines -VENDIGO- installed across the country in partnership with various state governments and institutions is intended to promote female personal hygiene. VENDIGO dispenses HLL's sanitary napkin brand 'HAPPY DAYS'.



Vending machines also dispenses condoms and other HLL products like Velvet- Female condom, Saheli-OCP and Make Sure kits to ensure 24 X 7 accessibility and availability of the products to the consumers.

### Sanitary Napkin Incinerators

Ensuring safe & environment friendly disposal of used Sanitary Napkins.



## OTHER PRODUCTS

### MOODS Deo

HLL's hugely popular MOODS brand is now lending its brand image to a new product range of deodorant for men.



HLL has launched MOODS DEO in six new variants of fresh fragrances –SEDUXN, AXN, MISCHIF, WYLD, IGNYTE and HAWTT.

### MOODS Lubes

Another exciting addition to the MOODS portfolio, the MOODS Lubes come in three variants -Natural, Warm and Cool. They are made of natural ingredients and are safe on skin. This product further establishes MOODS as a brand that helps rejuvenate and strengthen relationships.



### Medicated Plasters

HLL is also reaching out to the masses in the underserved areas with PLAST AID – the hygienic medicated dressing, to ensure that such healthcare products reach the common man in our country.



### Oral Re-hydration Salts

JALJEEVAN, an ORS (Oral Re-hydration Salt) is available in sachets. It is largely distributed in rural areas to prevent dehydration among children suffering from diarrhoea.





# A Pink

A hand holding a globe, symbolizing global reach. The background is a soft, pinkish-purple gradient. The word "World" is written in a large, bold, pink font, with the hand holding a globe behind it.

# World

## Reaching Out to the World

HLL's large marketing infrastructure has been delighting its customers over the last two decades. Servicing 200000 retail outlets, covering 3500 hospitals, reaching over 30000 medical professionals, it has over 2800 stock points, 700 frontline team members placed in every town, with offices in all metros and mini metros, and reaches over one lakh villages in the country. HLL is also one of the leading social marketing organisations in the country in the area of contraceptives - with a market share of over 70 percent in the rural and semi urban markets. On the global front, HLL brands today reach more than 115 countries.



## MARKETING

With two decades of dedicated efforts in brand building and market development, HLL has developed a sound marketing infrastructure and introduced extensive range of its contraceptive, hospital and healthcare products, in the domestic and global markets.

### Condoms & FMCG Division

The division has a product mix comparable to any of the leading FMCG companies in the country.



The major products include MOODS condoms, MOODS Deo, MOODS Lubes, HAPPY DAYS Sanitary Napkin, SAHELI OCP, VELVET Female condom, MAKESURE pregnancy test kits etc.



HLL is also one of the largest Social Marketing Organisations (SMO) for the Ministry of Health and Family Welfare (MoHFW), Government of India, ensuring reach of over 70 percent of the Government brands - Deluxe NIRODH and MALA-D nationally.

### E-Commerce Through moodsplanet.com

HLL has forayed into online marketing and retailing through its branded website



The Moods Planet Condom Shop of HLL in Thiruvananthapuram, Kerala is a one-stop facility for the complete range of HLL contraceptives, with a Moods Condom Vending Machine on 24x7 mode.

'moodsplanet.com'. It provides an opportunity for customers to familiarise with different variants of our flagship brand, MOODS, understand different product features and also purchase variant of their choice. The site is developed targeting youth in mind and also acts as an educational platform with an interactive front-end. The site also offers other FMCG goods of HLL like MOODS DEO, MOODS Lubes, and the whole Natural Products Range.

### Hospital Products Division

Hospital Products Division offers a wide range of critical hospital products and services to healthcare professionals in the field of transfusion services and advanced patient care. The product range includes Blood Collection Bags, Surgical Sutures, Surgical and Examination Gloves, Blood Transfusion Sets, Intravenous Sets and Blood Banking equipment. The division has a strong team servicing over 30000 medical professionals directly as well as reaching to over 3500 hospitals in the country.

### Women Healthcare Division

The division offers a whole range of women healthcare products with a promise to provide total healthcare for women of all ages - addressing their social, mental and physical well-being. The product basket includes - Contraceptives, Ovulation inducers, Anti-emetic, Menstrual Cycle Regulators, Anti-fibrinolytics, MTP Pills, Pregnancy Test Kits, Natural Products and Vaccines. It has a strong distribution network, reaching out to over 20,000 gynecologists across the country.

### International Business Division (IBD)

HLL is aiming to be a global leader in the area of contraceptives and healthcare products. The IBD manages the export of HLL's products to over 100 countries worldwide. The IBD has shown consistent growth over the years and has equipped the Company for its journey towards

greater heights. The International business Division supplies both contraceptives and hospital products to international institutions such as UNFPA, PSI, Mission Pharma, IPPF and IDA, in addition to various organisations procuring for Health Ministries of various countries.

### **Government Business Division (GBD)**

The Government Business Division (GBD) partners with the Central and State Governments for their requirements of contraceptives and hospital products under the National Family Welfare Programme (NFWP) and the National Health Mission (NHM).

### **Diagnostic Kits Division**

HLL has its in-vitro immuno diagnostic test kit manufacturing facility at Manesar in Gurgaon. This division deals with the marketing of the indigenously manufactured Immunodiagnostic rapid test kits, ELISA kits, Serological test kits, biochemistry reagents and Point-of-care test devices. The wide product range being offered are rapid test kits for detection of metabolic hormones such as human chorionic gonadotropin (hCG) in urine, HIV rapid and ELISA kit, critical diagnostics of HIV, HBV, HCV, prognosis of

diseases such as Dengue, Malaria (different strains), Syphilis, Chikungunya and other infectious diseases, Antisera Blood group test kit and Blood Glucosemeter.

### **Personal Hygiene Division**

Complete Solution provider in Menstrual Hygiene management by:

1. Supply of Sanitary Napkins
2. Distribution to the last mile through SHGs/NGOs and alternate channels like Vending Machines
3. Behaviour Change Communication (BCC) to target audience
4. Management and Disposal of used Sanitary Napkins
5. Develop Eco friendly – Bio degradable Napkins

### **Vending Business Division**

HLL Vending Business Division is offering solution for retailing and making available range of HLL's - quality healthcare products / Sanitary Napkins / Condoms etc., products through state-of-art Vending machines.



A portrait of a young woman with long, dark hair, smiling warmly. She is wearing a white lab coat over a green and blue patterned top. A black stethoscope is draped around her neck. Her arms are crossed. The background is a solid, light blue color.

Serve



# Pink

## Healthcare Services

HLL has launched several initiatives to take reliable and quality healthcare to every nook and corner of the country. Landmark initiatives in the services sector have all been conceived to bring about a whole new realm of accessible, affordable healthcare delivery to every citizen.

## HEALTHCARE SERVICES DIVISION (HCS):

The diagnostic services division of HLL – HINDLABS offers:

1. Clinical Pathology Lab services and
2. Radio diagnostic imaging services

HINDLABS uses state-of-the-art technology to provide the most comprehensive and advanced laboratory services to various state governments and central government institutions. The facilities are designed to comply with NABL (National Accreditation Board for Testing and Calibration Laboratories) standards. HLL started its first HINDLABS in 2008 with pathology lab, X-Ray and ultrasound facilities at R.K.Puram in New Delhi primarily for Central Government Health Scheme (CGHS) beneficiaries.

HLL in collaboration with CGHS, Government of India provide laboratory services in Delhi and Mumbai to the CGHS beneficiaries as per the CGHS rates available. Also, HLL has set up laboratories in the Nation's premier institutes like All-India Institute of Medical Sciences (AIIMS) as per the agreement with MoHFW, GoI. In several other states, HLL provides Diagnostic imaging services (MRI scanning and CT scanning) and Clinical lab services at subsidized rates in Government Medical College Hospitals and other government institutions in partnership with the respective state governments. In Maharashtra alone, HLL has established 137 laboratories covering 36 districts, providing laboratory diagnostic services in 2655 government hospitals catering to around 20 million patients in the last three years.

With a robust network of more than 100+ eminent radiologists, HINDLABS Tele Radiology service is offering cost-effective reporting solutions to various public and private healthcare organisations in the country. Through a synergy of patient focus, great people and modern technology, HLL provides flexible tailor-made solutions for Hospitals that can support the health institutions to deliver diagnostic reports quickly, reducing a great deal of delay in patient care at affordable cost.



Hindlabs Diagnostic Centre

Through its various ventures, Healthcare Services Division targets market intervention to bring down the cost of various services and products to make them affordable for common man.

## RETAIL BUSINESS DIVISION (RBD)

The retail business division of HLL was conceived in the year 2016, to provide quality healthcare products at affordable rates by setting up a network of retail pharmacy outlets. The retail business division operates the following 4 models:

## AMRIT

AMRIT stands for Affordable Medicines and Reliable Implants for Treatment, representing a cost effective model of chain pharmacies. It's a flagship programme by the Ministry of Health & Family Welfare implemented by HLL, displaying a strong commitment to reduce the cost of treatment or out-of-pocket expenditure for the patients. Lakhs of patients benefit from this initiative. HLL expanded the AMRIT outlets to various Central Government-funded Hospitals, Regional Cancer Centres, and PMSSY aided hospitals across different states in India. As on date, HLL has established 212 AMRIT pharmacies spanning over 26 states in India. Both Generic and Branded drugs are dispensed through these outlets.

## HLL PHARMACY & SURGICALS /HLL OPTICALS

HLL Pharmacy and HLL Opticals are comprehensive medical retail outlets, started in partnership with State Governments / Medical Institutions, wherein all type of essential medicines, surgical disposables, implants and ophthalmic products are provided at a discount from the prevailing market price. It is a successful PPP (public-public partnership) model implemented by HLL.



Amrit Pharmacy, AIIMS, Delhi

## FREE GENERIC PHARMACY:

Free generic Pharmacy (FGP) is a delivery model of dispensing generic medicines free-of-cost in partnership with an institution .HLL has established FGPs in National Premier Institutes like AIIMS , New Delhi and AIIMS, Jhajjar.

## GENERIC DRUG STORES (GDS)

This is a chain of drug stores established near a Government Hospital in a PPP model. Reasonably priced quality generic medicines are made easily accessible and available through these stores.



HLL Pharmacy & Surgicals, Cuttack



## HLL PROJECTS & SERVICES DIVISION (HLL – P&S)

The projects and services division of HLL is specialised in healthcare infrastructure development and procurement of medical equipments & devices based on the requirements of small to medium to large hospitals in public sector. The division offers comprehensive and smart solutions for healthcare infrastructure projects from concept to delivery and operation & management. Smart solutions include project concept plan (PPR/DPR), building architectural design, construction, procurement, commissioning, facility management, warehouse management, establishing facility for blood transfusion, trauma care, Infertility, neonatology, bone marrow, intensive care and other advanced hospital and medical services.

### Smart solutions:

1. Project concept plan (PPR/DPR)
2. Building architectural design
3. Construction
4. Procurement
5. Commissioning
6. Facility management
7. Warehouse management
8. And other support services required to operate hospitals

## Major Projects by HLL P&S

- NHM Odisha: Special Newborn Care Units (SNCUs) and calibration of Blood Bank Equipment.
- Power Grid Corporation of India: Modular Intensive Care Unit at Govt. Hospital Aurangabad, Bihar on turnkey basis.
- NHM, Himachal Pradesh: Special Newborn Care Units (SNCUs), – New Born Care Centers (NBCC,) NBCC-OT, New Born Stabilization Units (NBSU), Kangaroo Mother Care rooms, Labour Room, Skill Lab etc at various Medical Institutions/ Hospitals in the State of Himachal Pradesh.
- NHM, Kerala/Hospital: SNCU, NBCC, Blood Storage Centers, Skill Lab, In vitro fertilization (IVF) centers at various hospitals/centers in the State of Kerala.
- NHM, Tripura. SNCU: Labour Room, ANC & PNC wards and DEIC at various hospitals in the State of Tripura, nominated.
- NHM, Tamil Nadu: BMT centre at RGGGH, Chennai in the State of Tamil Nadu.

- Govt. of Punjab, Haryana, Himachal Pradesh and Kerala: Up-gradation of Sub Health Centres (SHC), Primary Health Centres (PHC) and Urban Primary Health Centres (UPHC) to Health And Wellness Centres (HWC).

- Haryana & Himachal Pradesh: Upgradation of Ayush dispensaries under the National AYUSH Mission (NAM).

- Nodal agency for Uttarakhand Health and Family Welfare Society for procurement of goods and renovation/construction works in health sector. NHM/UKDHSP funded by World Bank/ Govt.

- Govt. of Jammu & Kashmir setting up of Maternal ICU, Pediatric Care Units, prefabricated wards and 12 bedded HDU as Centre of Excellence (CoE) under the ECRP-II package

**Professionally managed:**

HLL P&S has the right mix of professionals in the domain of Engineering, Procurement & Bio-Medical Engineering. The division also has the capability to undertake projects of any magnitude and is committed to accomplish the same within the stipulated time.







Live





# Pink

## Delivery at Doorstep

HLL stands for constantly taking up new initiatives and projects so that the advantages of modern healthcare can reach and transform everyday lives of the common man. Over the years, each of the initiatives taken up had been targeted towards making quality healthcare available and affordable at the doorstep of every family.

Associate institutions of HLL, namely, Hindustan Latex Family Planning Promotion Trust and LifeSpring Hospitals, ensure that health delivery reaches the underserved and vulnerable populace, at an affordable cost.

## **HINDUSTAN LATEX FAMILY PLANNING PROMOTION TRUST (HLFPPT)**

[www.hfppt.org](http://www.hfppt.org)

HLL has promoted HINDUSTAN LATEX FAMILY PLANNING PROMOTION TRUST (HLFPPT), a not for profit organisation. Established in 1992, the Trust has been supporting implementation of Reproductive and Child Health, HIV AIDS Prevention, Care and Support Programmes in partnership with Ministry of Health & Family Welfare, Government of India, State Governments and International Development agencies. HLPPT has pan India operations and today it is the largest and oldest social marketing organisation in the country. HLPPT has been successfully implementing Merrygold Health Network in the state of Uttar Pradesh since 2007, which is a social franchising network of private providers under Public-Private-Partnership. With the objective of reducing maternal mortality rate in India, HLPPT has established an economically sustainable, easily scalable and innovative social franchising model for providing high quality delivery of affordable maternal, child health and family planning services.



HLFPPT Campaign

## LIFESPRING HOSPITALS PRIVATE LIMITED

([www.lifespring.in](http://www.lifespring.in))

HLL started the LIFESPRING Hospitals Chain to provide cost-effective quality care, particularly in the area of reproductive health for the low income population. LIFESPRING was formed in 2008 as a 50/50 joint venture between HLL and the Acumen Fund Inc., a US based social venture capital firm. The chain currently has 12 hospitals in Hyderabad and offers pre-natal, delivery and post-natal services both for outpatients and inpatients. LIFESPRING has developed a unique low-cost, no-frills maternal care model focusing on service specialisation, high asset utilisation and para-skilling (the breaking down of a complex process into multiple simple tasks that can be performed by less skilled professionals). It also offers laboratory, pharmacy and family planning services. In addition, it has a community outreach programme to educate the surrounding communities on maternity and related health issues. Each hospital is typically a 20-bed facility and has one general ward and two to three private rooms.

## GAPL

([www.gaplgoa.com](http://www.gaplgoa.com))

Goa Antibiotics and Pharmaceuticals Limited (GAPL), is a subsidiary of HLL. The Registered Office and Pharmaceutical Manufacturing facility

of GAPL is located at Tuem, Pernem in Goa. GAPL's state-of-the-art pharma manufacturing plant conforming to cGMP standards is situated in a pollution free clean environment and is well connected with Road, Rail and Air. GAPL has two manufacturing facilities for Ayurvedic and Homeopathic products in Rajasthan. The company also runs a chain of 24 X 7 Retail Pharmacy Outlets in the State of Goa. The Pharma product range comprises of various therapeutic groups, such as Cephalosporin Antibiotics, Penicillin Antibiotics, Anti-Diabetics, Cardiovascular products, Anti-Bacterial, Anti-Malarial, Anti-Fungal, Anti-Tubercular drugs, Anti-Protozoan, Anti-Helminthes, Non-Steroidal Anti-Inflammatory Drugs, Narcotic Analgesics, Mucolytic, Sedatives & Tranquilizers, Anti-Emetic, Anti-Allergic, H2 blockers and Ulcer Healing Drugs, Cough Syrups, Nutritional Supplements etc. The products under Ayurvedic and Unani category include Rasayan, Guggule, Churan, Bhasma, Pishti, Avleh, Asavaarisht, Gutika, Lauhamandoor, Cough syrup, Ointment, Medicated oil etc. In the therapeutic group, the products include viz. antipiles, urinary tract infections, antipyretics, sedatives, anticholestrals, kidney stone therapy, nutritional supplements, anti-bacterial, anti-diabetics, gynaec, liver tonic, anti-malarials, urine-alkaliser etc. The Homeopathic drug segment includes Mother Tincture and Dilutions, Bio-chemiche and Bio-combination, Ointments and oils.



LifeSpring Hospitals



Goa Antibiotics and Pharmaceuticals Limited





AIIMS, Rishikesh



JIPMER-Puducherry



Bangalore Medical College

### **HLL Infratech Services Limited (HITES)**

HLL Infratech Services Ltd (HITES) is a company specialised for infrastructure development and procurement of medical equipment and devices in healthcare sector.

HITES provides services in design, engineering and execution of construction projects. With expertise in varied fields such as project and construction management, procurement, engineering (civil, electrical, electronics, instrumentation, mechanical and bio-medical), financial management, contract management and legal services, the team steers customers' need of creating state-of-the-art healthcare facilities. The major clients include Government of India, State Governments, Government departments, Public sector undertakings and corporations and institutions such as Employees' State Insurance Corporation of India (ESIC), National Rural Health Mission (NRHM), Cancer Centre, Jawaharlal Institute of Postgraduate Medical Education & Research (JIPMER) etc. Apart from infrastructure development services, HITES also offers facility

management services. This niche area of specialisation provides both hard and soft services including operation and maintenance, integrated building management, housekeeping, security services, horticulture services, warehouse management, hospitality services and other support services.

HITES also provides procurement and consultancy services to Government of India, State Governments and other institutions for procuring a range of healthcare and hospital products, equipment and devices. It is designated as a National Procurement Support Agency (NPSA). With a team of highly qualified and experienced professionals, it has proven expertise to undertake consultancy assignments including bid process management, procurement of goods, as well as project planning and monitoring. HITES has widened its gamut of operations to provide wide range of procurement services with accuracy, speed and utmost transparency. Today it extends its expertise to clients in building qualitative and reliable healthcare facilities in India and other developing countries.



Super Speciality Block,  
Thiruvananthapuram Medical College



Salem Medical College



Madurai Medical College

### **Emergency Procurement of Medical supplies for COVID-19**

On 21st February 2020, MoHFW nominated HLL as the nodal agency for the procurement and supply of emergency medical items for COVID -19 pandemic management in the country. The project awarded to HLL called for providing end-to-end solution to the Procurement and distribution of Medical supplies across India. HLL executed the job by ensuring a systemic, foolproof and transparent procurement mechanism. HLL took up the procurement and distribution operations as per the directions of Health Ministry and started working on a project mode. HLL procured a total of 18.6 million coveralls, 43.6 million N95 masks, 17.3 million goggles, 27 million pieces of gloves and 22,268 Ventilators as on 31st April 2022 and supplied to approximately 185 medical institutions in 29 states and 7 Union Territories of India. In addition to this, 3-ply masks, hand sanitizers, infrared thermometers have also been procured and distributed to various states/UT across India.

During the second wave in 2021, Govt. of India received significant donations and aid in the form of medical supplies and equipment from different countries and organizations world over. HLL was again entrusted with the task of handling the logistics and distribution of the donations received from various overseas countries either by air or sea and further distributed them to more than 500 destinations by air, road or rail. Almost 130 different products in the form of medicines, oxygen concentrators, oxygen cylinders and numerous COVID-19 management accessories like 3ply mask, N95 masks, goggles etc. were received in the form of Donations.



# Business Segments

CONTRACEPTIVES & FMCG	HOSPITAL & PHARMA PRODUCTS	SERVICES
 <p>Male Condoms</p>	 <p>Blood Bags</p>	
 <p>Female Condoms</p>	 <p>Hospital Equipment</p>	 <p>Infrastructure Consultancy</p>
 <p>IUCD</p>	 <p>Surgical Sutures</p>	 <p>Healthcare Services</p>
 <p>OCP</p>	 <p>Surgical Gloves</p>	
 <p>Unipill</p>	 <p>Vaccines</p>	 <p>Procurement Consultancy</p>
 <p>Tubal Ring</p>	 <p>Diagnostic Kits</p>	
 <p>Vending Machine</p>	 <p>Women Pharma Products</p>	 <p>LifeSpring Hospitals</p>

# Our Values



**Trust Transparency Teamwork**

## HLL value charter

We at HLL Lifecare Limited shall continuously strive to add value to our organisation by building a culture on the tripod of TRUST, TRANSPARENCY and TEAMWORK and align ourselves to these values by imbibing them in our work life continuously as given below:

### **Trust**

- We shall practice what we profess and thereby build trust among ourselves and all our stakeholders.
- We believe that trust creates an atmosphere of mutual respect and support.
- We shall never compromise in doing the right things at the right time consistently.

### **Transparency**

- We shall exhibit honesty and accountability in all our activities.
- We shall encourage active participation of all stakeholders in our decision making process.
- We shall practice Equity, Fairness and Justice at work.

### **Teamwork**

- We believe that excellent outcomes can be achieved only through teamwork.
- We shall build team committed to company goals.
- We shall foster friendliness, camaraderie and selflessness.

## Join in our quest

A Mini Ratna\* PSU, HLL Lifecare Limited is today a multi-product, multi-service, multi-location, diversified organisation with a global presence. Its activities range from manufacture and export of contraceptives, healthcare products and women's healthcare products as well as developing the nation's medical infrastructure and implementing several socially relevant initiatives.

HLL products are today exported to over 100 countries around the globe. HLL's logo with a touch of pink reflects its renewed spirit of discovery, enterprise and caring (the pillars represent values, with the three wings representing the three fundamentals of HLL - Innovation, Excellence and Healthcare Delivery). HLL is making rapid forays into the world stage through technical collaborations, marketing alliances and joint ventures.

HLL has received Government of India's Award for being amongst the 10 best PSUs in the country for two consecutive years. With nearly 2950 highly skilled, qualified manpower and several world leaders as partners, the focus of HLL is to realise its motto of 'innovating for healthy generations'. The very purpose of business at HLL is to provide high-quality products and services at affordable prices. HLL has a Value Charter – TTT – Trust, Transparency and Teamwork. It symbolises the philosophy of HLL in its daily activities. It also provides a common direction for all employees of HLL-the way to conduct in personal and professional lives.

We invite you to join in our quest of meeting the future challenges, to share our new vision and dream, and to usher in a world of good health and happiness.

\* Mini Ratna status accords enhanced delegation of powers, along with financial and operational autonomy to a Government of India enterprise.



# HLL Group



### **Corporate Head Office**

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Web: www.lifecarehll.com  
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### **Central Marketing Office**

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N. Ajith (Vice President Marketing)

### **International Business Division**

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# HLL Lifecare Limited

Innovating for Healthy Generations

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