

HLL Lifecare Limited

No. 185, Plot No. 1
Lingavel tower, 100 ft. bye pass road,
Vijayanagar, Velachery
Chennai – 600042
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**INVITATION OF PROPOSALS FROM CREATIVE AGENCIES FOR
SAHELI (ORAL CONTRACEPTIVE PILL-OCP)**

HLL is in the process of identifying a creative partner to handle its non steroidal OCP brand SAHELI. Technical and commercial proposals are being invited from agencies of repute, having ability to handle the account from Chennai. The agency should have full fledged competent creative team based out of Chennai and should have handled at least 2 brands of national repute and should not be handling any competitor brand of the same category (OCP).

Please refer to the Agency brief to submit the technical proposal. For the commercial proposal please refer to the attached format of the Agency rate card and indicate your best rates. In the rate card each head is being assigned with some weightage as per the importance and frequency of the work. Amount assigned should be based on the average given to each head.

Interested agencies may kindly submit their credentials along with their creative and commercial proposal and a declaration of not handling any competitor brand within the same category of OCP. The Technical and commercial proposal should be in two separate closed and sealed envelopes (kindly label the cover with Saheli Agency Pitch) and need to be send to our Chennai office on or before 31-10-2014 at the following address:

VP (Mktg)

HLL Lifecare Ltd.
No. 185, Lingavel Tower
100 ft Velachery Bypass Road,
Vijaynagar, Velachery, Chennai-42
Ph: 044-22551868/60

For any clarification please feel free to contact at sarikakumari@lifecarehll.com

Agency brief for the Pitch

Company :

In 1966 HLL Lifecare Limited (HLL), then called Hindustan Latex Limited, was set up in Kerala for the production of condoms to support the National Family Planning Programme. HLL established its first plant at Peroorkada in Trivandrum in technical collaboration with Okamoto Industries of Japan. In 1987 HLL which had set its sights on the premium-end of the market had developed a brand called Moods. The company now manufactures a range of contraceptives such as oral contraceptive pills, Intra Uterine Devices, Female condoms, tubal rings etc, Medical devices such as blood bags, sutures, etc and medical equipment, Pharma products for women and various services such as diagnostic, setting up of hospitals, procurement and consultancy services etc.

Brand

Saheli, an oral contraceptive pill launched in 1991 has been empowering women to control their lives and family. Saheli has always stood for the freedom and happiness of the woman.

Product

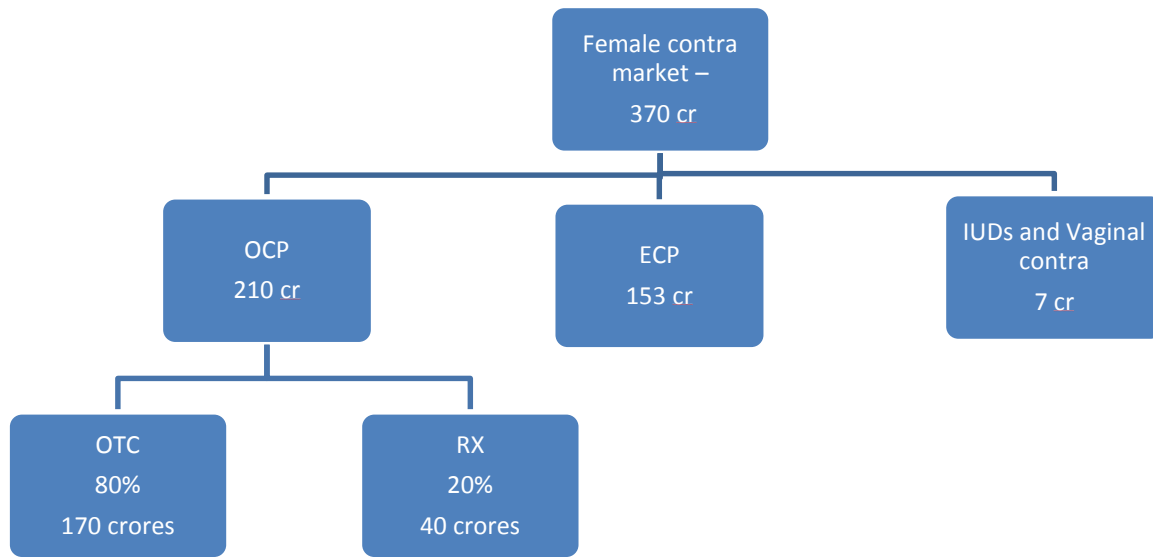
It's once-a-week non-steroidal Oral Contraceptive Pill which contains centchroman 30mg and is in the form of tablets.

For a new user it has to be taken twice a week for the first 3 months. At the end of 3 months, the pills need to be taken once a week. One strip contains eight pills. 10 such strips are included in one dispenser carton. The MRP of one strip of Saheli is Rs 25/.

Saheli is the only non-steroidal pill in the market. It has no side effects as associated with other steroidal pills, like headache, nausea, dizziness, weight gain etc. Another benefit of the pill is that it has to be taken only once a week, whereas other steroidal pills need be taken every day.

Market

The prevalence rate of contraception is around 48% in India, with maximum couples opting for sterilization (approx 34 % of married couples go in for sterilization). The usage level of condoms is around 5% among married couples. Around 47% of this is subsidized or free condoms distributed by the government. Traditional methods and safe periods, rhythm are also different types of competition.

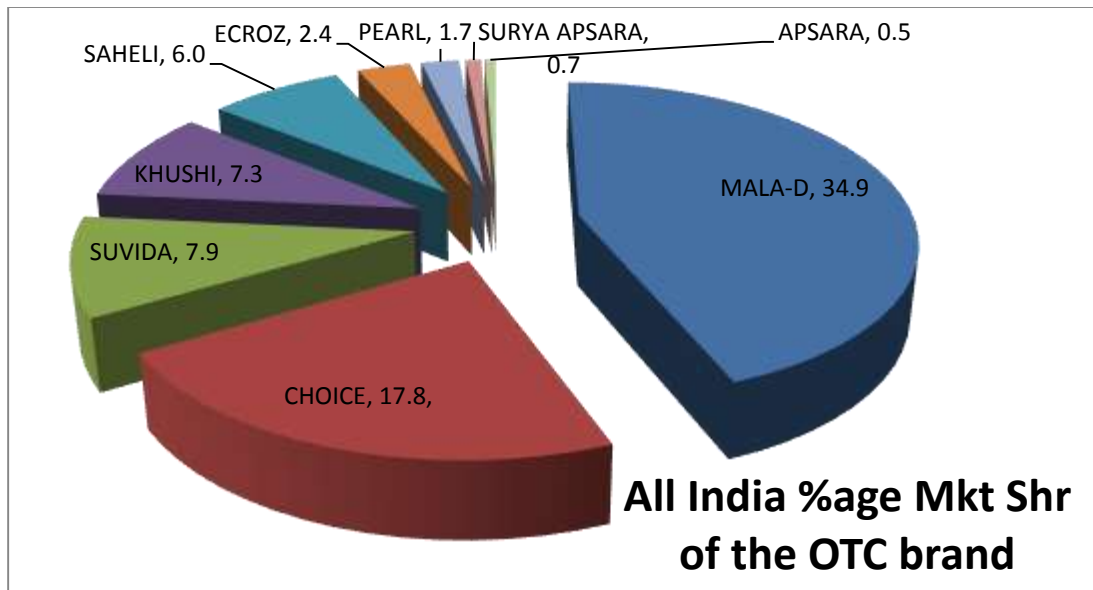


Source: Nielsen MAT 2012

The total female contraceptive market excluding female condoms (including OCP, ECP, Vaginal contraceptive and IUDs) is Rs.370 crores growing @ 8% per year. OCPs are 210 crores growing @ 6.3%. ECP is 153 crores growing @ 20% per year. IUDs are 2 crores and is de-growing. Vaginal contraceptive is 5 crores and also de-growing. The prevalence rate for oral pills is around 3%. Prices of pills range from Rs 3 a pack for Mala D to Rs 94 for Femilon and involve OTC and prescription drugs.

Category & the Competition

Direct competitors include the oral pills where the major market share is being divided among Mala D, Choice, Suvridha, Khushi in the OTC category and Ovral in the Rx category. Mala D is the market leader with a mkt shr of 35% and is growing @ 5.4%. Choice has a market share of 17.8% but is degrowing @ 20%. Saheli is the 2nd largest brand in the states of U.P., Delhi, Punjab, Rajasthan and Haryana after Mala D. Maharashtra and West Bengal are the biggest pill markets, where Saheli is insignificant. Choice is leading in Maharashtra and Suvida is the brand leader in West Bengal.



Source: Nielsen MAT 2012

Competitive Advantage

Saheli is the only non-steroidal contraceptive pill in the market which is not associated with any side effects of other contraceptive pills like weight gain, headache, nausea, dizziness, headache, acne, blood clots etc. The mechanism of action of Saheli helps in reduced menstrual blood loss - thus retaining iron in the body preventing anemia.

Brand Objective

1. Up the brand imagery and the new targeted segment should be SEC A3 (as per the socio economic classification by MRSI).
2. Target a market share of 10% of the OCPs (oral contraceptive pills) from the existing 7%, in the current financial year.
3. To cross 100 million pills target by 2020.
4. Creative needs to be very different based on out of the box ideas.

Target Groups

- Saheli is presently being targeted at Sec B (majorly) and C.
- The age group is 18-35 married women.

Targets Markets

The major target market is the HSM belt which is the area where major of Saheli sales. However, in terms of market share West Bengal (24% of the total OCP) and Maharashtra (12% of the total OCP) are the largest pill markets. In these areas Saheli is insignificant and hence need to be focused.

Obstacles

- Women are still apprehensive about trying out a pill.
- Lot of misconception about the category itself like pills causes cancer and infertility.
- The switch within the category is slightly difficult as it is a drug and once a lady using any particular brand is comfortable with the same, switch over is unlikely. Increasing the category can be the other way as only 3% of the people using contraception are using pills.
- There is confusion over the dosage schedule of Saheli (once a week pill) as rest of the pills is daily pills.
- Recommendation by a user is the most trusted and accepted reference for a new user.

Channel of Distribution

Though we have a widespread marketing distribution through 16 CFAs, 22 stock points, being served by 350 field force, we have a separate distribution pattern for Saheli. Saheli is distributed through the single distributor at Delhi. For the entire North and the HSM market, this method of distribution is being used. For South and the western market, Saheli is being billed through CFA.

Required intervention from the agency

To up the brand imagery from the existing level (where we are targeting the Sec B women) to target Sec A3 women of younger age group. The age group should be 20-25 years. They need to submit a proposal on the strategies to establish Saheli, a once weekly pill in the market of daily pills to the above mentioned TG. The proposal should include the following:

- i. Overall ATL campaign idea including TVC ideas
- ii. Print creative ideas
- iii. Online campaign ideas including social media
- iv. Outdoor
- v. In store and POP creative
- vi. On ground ideas
- vii. PR plan

Media Budget

Budget: 2 crores for the financial year 2014-15.

Target: 40 million pills for the financial year 2014-15 and 100 million pills by 2020.

AGENCY RATE CARD

	Weightage	Proposed Amount
Pack and Label	3	
Alterations and cleaning up		
1.1 amendments to existing pack in label design		
1.2 Completely new design for :		
Pack/Product		
1.21 Shape		
1.22 Label Only		
1.23 Pack Carton		
Strip design		
1.3 Flash-on-pack or strip		
1.4 Outer Carton		
1.5 Size Adaptations(per size)		
1.6 Variants(per variant)		
1.7 Shipping Unit		
 <u>Brand Identity</u>	 1	
2.1 Brand Identity		
2.11 Name Only		
2.12 Logo Only		
2.13 Name and Logo		
2.14 Brand name variants		
Language adaptation of Logo		
2.15 from English master		
2.16 Original Logo design charges		
2.17 Corporate Identity Programme		
2.2 Complete Brand Identity Manual		
2.3 Letter Head(from existing logo)		
2.4 Visiting Card(from existing logo)		
2.5 Forms and other stationery(each)		
2.6 Annual Report work including:		
2.61 Cover Page only		
Complete "Standard" Report		
2.62 including cover		
2.63 Corporate Feature only		
2.64 Inside page (per page)		

2.7 Special Event Logo

Miscellaneous Material

3.1	Booklet or Leaflet consisting of :	5
3.11	One-Two Pages	
	Three - Four	
3.12	pages	
3.13	Five-Six pages	
	More than six pages per extra	
3.14	page	
3.2	Single page Coupon	
3.3	Programme Cover	
3.4	Greeting Card	
3.5	Invitation Card	
3.6	Wall Chart or Calendar(per sheet)	
3.7	Flyleaf of a Calendar	
3.8	Large booklets such as Manual/Cook book	
3.9	Design of Graphics on existing product forms	
3.1	Design of Graphics including new product forms	
3.11	Newsletter	
	Masthead	
	Page Layout (per page)	

Advertising Display Material

4.1	Sticker or Strip	4
4.11	For Counter or Shelf	4
4.12	Transfer or PVC Sticker	
4.2	Merchandising Material :	
4.21	Crowner	3
4.22	Dispenser with Head card	3
	Wire Dispenser with Head	
4.23	card	2
4.24	Wire Stand only	2
4.25	Counter Piece	2
4.26	Showcard	3
4.27	Dummy Pack or Display Outer	2
4.28	Sticker	5
4.29	Bunting/Shelf talker	3

Display Material :

4.31	Poster	10
4.32	Backing Paper	2

	4.33	Streamer	4
	4.34	Dangler	10
	4.35	Tinplate	3
	4.36	Banner	10
		Van side Display	
	4.37	(perside/panel)	6
	4.38	Complete Van Display	6
	4.39	Shop Display Board/Glow sign	6
	4.4	Salesman detailer - Cover	5
	4.4	Miscellaneous	3
		Novelties/give	
	4.41	aways/certificates/nameplates	
		Shopping bag/T-	
	4.42	shirt/Cap/Ballon/Visor	
	4.43	Book Jacket	
	4.44	Information Reply Card/Ticket	
	4.45	Share/Dealer Certificate	
	4.46	Menu Card (4 pages)	
	4.47	Shade Card (per page)	
	4.48	Direct Mailer/Prospectus	
	4.49	Trophy Design (Plaque)	
		Trophy Design	
	4.5	(3D)	
	4.51	Prospectus	
		Creative Fees	
		Press Ad original	upto
5.1 a		60col.cm	5
		upto 100 col.cm	
		upto 300 col.cm	
		upto 400 col.cm	
5.1 b		Magazine original single page	
		double spread	
		additional page	
5.2		Press Ad adaptation in each new size	
		- 50% of the original design charges	
5.3 a		Press Ad master in each language - India	
5.3 b		Press Ad master in Foreign languages	
		Script for :	10

- TVC Film(Original in English or
- 5.41 India Languages)
- 5.42 Television film(Original)
 - 30 seconds
 - 60 seconds
- Television film (Adaptation from
- 5.43 Film)
- TV/Film edits for original version
- 5.44 (per edit)
 - At actual.Supervision Fees
- 5.45 Radio edit or jingle
- 5.46 Radio Sponsored programme
- Audio Visual Script (In
- 5.47 English/Indian Languages
 - upto 2 minutes
 - 2 minutes to 4 minutes
 - > 4 minutes

Outdoor Design for :

5

- 5.51 Hoarding/Wall Paintings
- Hoarding adaptation per
- 5.52 proportion per language
- 5.53 Bus Shelter
- 5.54 Bus or Tram Panel
- 5.55 Complete Bus Design
- 5.56 Truck Back
- 5.57 Kiosk
- 5.58 Shop front,dealerboard,translates

Film Storyboards :

- 5.61 Preliminary storyboard per frame B/W
- 5.62 Preliminary storyboard per frame

Audio Visual Production Supervision

Supervision Fees

Language Copy translation charges

Television

Television script translation

Translation script concieved in language/Outsourced

Radio

Radio spot translation
Radio spot conceived in language/Outsourced

System Work

System re - touching charges per image

Schedule B : Other Work and Supervision charges

Photography and Models

- Model fees on basis of models selected and
- 1.1 applicable
rate as per existing contract,inclusive of Agency
Supervision Fees
All third party cost at Actual.Agency
- 1.2 commission @

Supervision of Printing jobs

- POS,merchandising,leaflets,packaging,etc.
- Checking proofs,marking correction on 2/3
- 2.11 colour jobs
Checking proofs,marking correction on 4 or
- 2.12 more colour jobs
- Brochures,annualreports,calendars or any printed
material
over 4 pages (per page)

Exhibitions, Fairs and Festivals

- 2.1 Design for Demonstration Unit
- 2.2 Exhibition Pavilion or Unit
- 2.3 Exhibition Panels

Merchandising Display

- 4.1 Design for Product Display
- 4.2 Design for Window Display
- 4.3 Design for Shop Display

Conferences

- 5.1 Fees for launch concept and design
- 5.2 Repeat of a test market launch conference

- 5.3 National Conference(Concept, Design)
- 5.4 Launch/Press conference kit(including theme Emblem, folder, write - up)

Schedule C:Artwork Charges

10

Print / Press / Magazine (Per sq.

1 cm)

Press Ads

Magazine Ads

Booklet/Leaflet (max 4 pgs)

Single page coupon

Direct mailer

Annual Report/Manuals (Per sq.

2 cm)

Corporate and Brand Identity

Annual Report

Large booklets (more than 4 pages)

Manual

Newsletter

Calendar

Advertising Display Material (per

3 sq. cm)

Stickers or Strip

Poster

Crowner

Dispenser with Head card

Counter Piece

Show card

Dummy Pack or Display Outer

Backing Paper

Streamer

Dangler

Tinplate

Banner

Salesman detailer – Cover

4 Outdoor Display (per sq. inch)

Hoarding / Wall paintings

Bus Shelter
Bus or Tram panel
Complete Bus Design
Truck Back
Kiosk
Shop front, dealer board, and
translates
Van display panels

5. Miscellaneous (per sq. cm)

Stationery

Certificates

Greeting Card

Invitation Card

Pack/cartons

6 Film Storyboards:

7 Language Copy and Translation