### Summary of approach

The research was undertaken under contract to ATNF by Westat, a US-based health and social science research company and CMS in India.

#### Methodology used


#### Data collection methods

- Interviews with pregnant women and mothers of infants in healthcare facilities.
- Interviews with healthcare workers in healthcare facilities.
- Identification of informational materials produced by BMS manufacturers available in healthcare facilities and retail stores.
- Identification of sales promotions by BMS manufacturers in retail stores (both traditional and online) and on their own corporate or brand websites in India, Twitter feeds or YouTube sites.
- Analysis of product labels and inserts for all available products found in the study area.
- Media monitoring (selected traditional and new media).

#### Location and date of study

Mumbai, India, July - September 2016.

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### Article 4: Informational and educational material for mothers and pregnant women

- No informational and educational materials produced by Amul were found in healthcare facilities or retailers.

### Article 5: Advertising and promotion to the general public including mothers and pregnant women

- No adverts were found on traditional or new media.
- None of the 808 women interviewed recalled seeing an advertisement on any communications medium for what they believed to be an Amul product.
- No point-of-sale promotions were identified in the 120 stores visited nor on the 12 online stores monitored.

### Article 9: Labeling

- Amul’s one product, Amulspray, was found to have a non-compliant label.

### Recommendations

Amul is urged to investigate and take action to address all incidences of non-compliance identified.

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###-scoring system used in all countries

A rating of complete, high, medium or low compliance is assigned based on the total number of incidences of non-compliance normalized using the number of products marketed. Complete compliance is the expected standard, with 0 incidences of non-compliance. Other levels are: high compliance (1 or fewer incidences of non-compliance), medium compliance (between 1.1 and 2 incidences) or low compliance (more than 2.1 incidences).

For those companies included in the India Index, this level of compliance translates into an adjustment of their score of -0.75 if compliance is low, -0.5 if compliance is medium and -0.25 if compliance is high. Only if a company is fully compliant is no adjustment made.

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### Number of products found

1

### Ratio of incidences of non-compliance

1.0

### Level of compliance

Complete | High | Medium | Low

### Adjustment to India Index score

-0.25

### Article and topic  Instances of non-compliance

<table>
<thead>
<tr>
<th>Article and topic</th>
<th>Instances of non-compliance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Article 4: Informational and educational material</td>
<td>0</td>
</tr>
<tr>
<td>Article 5: Advertising and promotion</td>
<td>0</td>
</tr>
<tr>
<td>Article 9: Labeling</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1</strong></td>
</tr>
</tbody>
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Amul

ASSESSMENT OF BMS MARKETING IN MUMBAI, INDIA

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