### Table: 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>1</td>
</tr>
<tr>
<td>Article 9: Labeling</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>1</td>
</tr>
</tbody>
</table>

- Number of products found: 13
- Ratio of incidences of non-compliance: 0.1
- Level of compliance: Complete
- Adjustment to India Index score: Not applicable

### Article 4: Informational and educational materials for mothers and pregnant women
- No informational and educational materials produced by Groupe Danone for BMS products 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.
- One woman of the 808 interviewed (0.12%) recalled seeing an advertisement on any communications medium for what they believed to be a Groupe Danone product.
- No point-of-sale promotions were identified in the 120 'bricks and mortar' stores visited.
- One promotion was found on an online retail site; it is not possible to determine whether it was initiated by Groupe Danone. Nevertheless, it has been included in the company’s score.

### Article 6: Health care systems (promotion within)
- None of the 808 women interviewed recalled that a healthcare worker had recommended that they use a Groupe Danone product.
- Two of the 120 healthcare workers (1.7%) interviewed recalled any visits by a Groupe Danone representative but not with the intent of talking to women, obtaining their contact information or providing materials to them.

### Article 9: Labeling
- All of Groupe Danone’s 13 products were found to have compliant labels. No parallel imports were found.

### Recommendations
- Groupe Danone is urged to investigate and take action to address all incidences of non-compliance identified.

### 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.

### Sampling
- Healthcare facilities: Selected with probability proportionate to size from a sample frame of eligible facilities.
- Women and healthcare workers: Selected either on a probability or sequential basis, as possible, within each healthcare facility.
- Retailers: Three retail stores near each healthcare facility selected on a purposive basis.
- Products: The labels and inserts of all BMS products found in the study area were analyzed.
- Advertising: The two most widely used traditional media channels were monitored by a specialist agency, i.e. television and print. Additional monitoring of online retailers and media was undertaken by CMS and Westat.
- In total, 808 women and 120 healthcare workers were interviewed. 120 retail stores were visited and 12 online stores were monitored.

### 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.
Groupe Danone

ASSESSMENT OF BMS MARKETING IN MUMBAI, INDIA

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