Hain Celestial

ASSESSMENT OF BMS MARKETING IN MUMBAI, INDIA

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.

Table: Assessment of BMS Marketing in Mumbai, India

<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>Total</td>
<td>1</td>
</tr>
</tbody>
</table>

Number of products found 1
Ratio of incidences of non-compliance 1.0
Level of compliance Complete | High | Medium | Low
Adjustment to India Index scores Not applicable

Score: Not applicable

Article 4: Informational and educational material for mothers and pregnant women
- No informational and educational materials produced by Hain Celestial 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 a Hain Celestial product.
- No point-of-sale promotions were identified in the 120 stores visited or on the 12 online retail sites monitored.

Article 9: Labeling
- The company’s one product was found to have a non-compliant label. It is believed to be a parallel import.

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

Article 6: Healthcare systems (promotion within)
- None of the 808 women interviewed recalled that a healthcare worker had recommended that they use a Hain Celestial product.
- None of the 120 healthcare workers interviewed recalled any visits by a Hain Celestial representative to talk to women, obtain their contact information or provide materials to them.

Article 7: Informational and educational material for healthcare professionals
- No informational and educational materials produced by Hain Celestial were found in healthcare facilities.

Article 8: Advertising and promotion to the general public including healthcare professionals
- No adverts were found on traditional or new media.
- No point-of-sale promotions were identified in the 120 stores visited or on the 12 online retail sites monitored.

Products: The company markets in India under the brand name Ella’s Kitchen.

Headquarters  US
Market share in 2015  Unknown
BMS revenues in 2015 INR mn  Unknown

Source: Euromonitor

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.
Hain Celestial

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