Heinz

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>2</td>
</tr>
<tr>
<td>Total</td>
<td>2</td>
</tr>
</tbody>
</table>

| Number of products found | 2                          |
| Ratio of incidences of non-compliance | Complete | High | Medium | Low |
| Level of compliance     | Not applicable             |

Heinz

Headquarters US

Market share in 2015 <0.1%

BMS revenues in 2015 INR mn Not available

Products: The company markets in India under the brand names Farley’s and Heinz. Both products were believed to be parallel imports.

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.

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

- No informational and educational materials produced by Heinz 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 Heinz product.
- No point-of-sale promotions were identified in the 120 stores visited nor on the 12 online retail sites monitored.

Article 6: Healthcare systems (promotion within)

- None of the 808 women interviewed recalled that a healthcare worker had recommended that they use a Heinz product.
- None of the 120 healthcare workers interviewed recalled any visits by a Heinz representative to talk to women, obtain their contact information or provide materials to them.

Recommendations

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

Article 9: Labeling

- Both products were found to have non-compliant labels and were believed to be parallel imports.

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.
Heinz

ASSESSMENT OF BMS MARKETING IN MUMBAI, INDIA

ATNF disclaimer

As a multi-stakeholder and collaborative project, the findings, interpretations, and conclusions expressed in the report may not necessarily reflect the views of all companies, members of the stakeholder groups or the organizations they represent or of the funders of the project. This report is intended to be for informational purposes only and is not intended as promotional material in any respect. This report is not intended to provide accounting, legal or tax advice or investment recommendations. Whilst based on information believed to be reliable, no guarantee can be given that it is accurate or complete.

Westat disclaimer

Westat, with its local subcontractor in India, was responsible for the collection of data related to company compliance with the International Code of Marketing of Breastmilk Substitutes and any additional country-specific regulations related to marketing of these products. Westat is responsible for the analysis of the data related to compliance with the BMS marketing standards and for preparation of summary reports that have been incorporated by ATNF into the scoring of company performance for the Access to Nutrition Index. Westat and its local subcontractors engaged with health facilities, pregnant women and mothers of infants who attended those facilities, health workers at the facilities, and retailers as part of the data collection and analysis process.

The user of the report and the information in it assumes the entire risk of any use it may make or permit to be made of the information. NO EXPRESS OR IMPLIED WARRANTIES OR REPRESENTATIONS ARE MADE WITH RESPECT TO THE INFORMATION (OR THE RESULTS TO BE OBTAINED BY THE USE THEREOF), AND TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, ALL IMPLIED WARRANTIES (INCLUDING, WITHOUT LIMITATION, ANY IMPLIED WARRANTIES OF ORIGINALITY, ACCURACY, TIMELINESS, NON-INFRINGEMENT, COMPLETENESS, MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE) WITH RESPECT TO ANY OF THE INFORMATION ARE EXPRESSLY EXCLUDED AND DISCLAIMED.

Without limiting any of the foregoing and to the maximum extent permitted by applicable law, in no event shall Access to Nutrition Foundation, Westat, nor any of their respective affiliates or contractors, have any liability regarding any of the Information for any direct, indirect, special, punitive, consequential (including lost profits) or any other damages even if notified of the possibility of such damages. The foregoing shall not exclude or limit any liability that may not by applicable law be excluded or limited.