**COMPANY SCORECARD  INDIA INDEX 2016: BMS ASSESSMENT**

**Nestlé India**

**ASSESSMENT OF BMS MARKETING IN MUMBAI, INDIA**

### Article and topic | Instances of non-compliance
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Article 4: Informational and educational material | 2
Article 5: Advertising and promotion | 7
Article 9: Labeling | 2
**Total** | **11**

- **Number of products found**: 11
- **Ratio of incidences of non-compliance**: 1.0
- **Level of compliance**: Complete | High | Medium | Low
- **Adjustment to India Index score**: -0.25

**Article 4: Informational and educational materials for mothers and pregnant women**

- Of the five informational and educational materials found in total in healthcare facilities, two were produced by Nestlé. None were found in retail shops.

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

- No adverts were found on traditional or new media.
- 21 women of the 808 interviewed (2.6%) recalled seeing an advertisement on any communications medium for what they believed to be a Nestlé product.
- No point-of-sale promotions were identified in the 120 ‘bricks and mortar’ stores visited. However, promotions were found on one online retail site for seven of Nestle’s products. Although it is not possible to determine whether these were initiated by Nestlé, they have been included in the company’s score.

**Article 6: Healthcare systems (promotion within)**

- 16 of the 808 women (2%) interviewed recalled that a healthcare worker had recommended that they use a Nestlé product.
- 17 of the 120 healthcare workers (14.2%) interviewed recalled any visits by a Nestlé representative but not with the intent of talking to women, obtaining their contact information or providing materials to them.

**Article 9: Labeling**

- Two of Nestlé’s 11 products were found to have non-compliant labels. They were believed to be parallel imports.

**Recommendations**

- Nestlé India 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.

**Headquarters**

Switzerland

**Market share in 2015**

45%

**BMS revenues in 2015 INR mn**

23,192.6

**Products**

The company markets in India under the brand names Lactogen, NAN and Nestogen. Two parallel import products were identified: SMA 1 and SMA 2.

**Source**: Euromonitor

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Nestlé India

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