



www.horlicks.com

Quite often, a jar of Horlicks occupies a visible position in a Bangladeshi household. Successive generations of the country over the past half century have consumed it- stirred in as glass of hot milk or water- and become totally confirmed believers in Horlick's virtues of good health and nutrition. It is a nutritional drink made from wheat, milk and malted barley and contains essential vitamins and minerals for wholesome nourishment of the entire family.

Horlicks, 'The Great Family Nourisher' is the leading Health Food Drink in the country. Today, the modern Horlicks stands for trust and its promise of 'Pleasurable Nourishment'. For over a century now Horlicks has provided a strong nourishment platform to both children and adults and believes that this nourishment platform can be a key enabler in helping an individual maximize his/her potential.

Market

Worldwide, the major markets of Horlicks are: U.K., India, Hong Kong, Australia and New Zealand, Caribbean, Central America, Middle East, Africa, Pakistan, Asia.

After India, the 2nd biggest market for Horlicks in Asia region is Bangladesh, where it has traditionally been marketed as 'The Great Family Nourisher', until 2007. Since 2007, with a new product promise, "Horlicks makes kids Taller, Stronger, Sharper- Now proven" it has positioned itself as a special nutritional drink for kids aged between 6 - 14 years. Currently in Bangladesh Horlicks is by far the market leader and enjoys over 76% market share^ of Health Food Drink category.

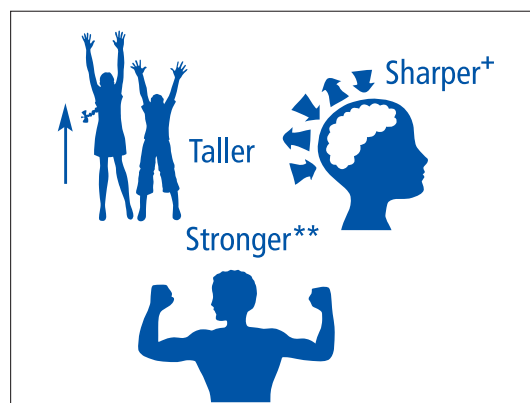
Achievement

Horlicks has a significant presence in over fifteen countries. Today Horlicks is the best known brand in the Health Food Drink category in the country. The brand enjoys the trust of generations of Bangladeshi mothers and this relationship has been nurtured by the brand by fortifying the product from time to time. In 1998, Horlicks was fortified with Smart Nutrients - a unique combination of vitamins and minerals - intended to imbibe growing children with mental agility and physical fitness.

Today, Horlicks is the only health drink, clinically proven* to make kids taller, stronger** and sharper+. A premier research institute of India conducted a 14 month research on Horlicks in a reputed boarding school in Hyderabad. In the research, one group of children was given an ordinary health food drink without the Horlicks micronutrients (or vitamins and minerals) while the other group was given Horlicks. Many tests and 14 months later, it was concluded that the children who consumed Horlicks showed significant improvements in height, muscle mass, bone health and attention/concentration scores as compared to the children who consumed the ordinary health



food drink without the Horlicks micronutrients (or vitamins and minerals) #.



But it isn't just product development that Horlicks has concentrated upon. It has also created new attractive packaging options including jars and refill packs.

Product

Put a couple of tablespoons full into a mug; add warm water or milk and you're ready to enjoy a drink that's tasty and nourishing. Horlicks is also available in chocolate flavour, which combines the benefits of Horlicks nourishment and a wonderful new taste. Add ice cubes, cold milk or water to



reconstituted Horlicks and it turns into a delicious, thirst quenching chocolate drink on a hot afternoon. That is why Horlicks is considered to be 'the great nourisher' for the entire family. The medical credentials and heritage of the brand have reinforced the image of the brand for years.

Such has been the success of Horlicks that today the brand has been extended to an enormously popular formulation for younger children as well as one for mothers. Horlicks Extensions also include 'Junior Horlicks' for pre-schoolers, 'Horlicks Lite' for health conscious adults, and 'Mother's Horlicks' specially formulated for expectant and breastfeeding mothers.

Recent Development

The new century has seen the Horlicks brand successfully battle the quirk of a fickle market. The brand's evolving process over the year has invigorated and reinforced all the traditional virtues



while it confidently looks to its future. The initial years of the new millennium were turbulent for Horlicks. While the brand stayed ahead of its rivals and retained market leadership, it showed a decline in absolute sales growth. Analysis revealed that the brand was suffering on three counts: usage by medium and heavy users had declined; the brand was not being perceived as 'modern and contemporary and there was a loss in brand relevance among children.

A complete brand re-launch was initiated in 2005, and this involved improving the product, introducing new flavours, new packaging and a new communication campaign. For the first time in the brand history, it was decided to target children directly. Consumer research revealed that children perceived the brand to be old fashioned - something that their grandparents drank. This increased their resistance to the brand. Moreover, mothers too, were reluctant to force their children since they wanted to be seen as friends rather than as figures of authority.

So, 'better taste' was the only way to make Horlicks the preferred choice among children. The focus was on 'pleasurable nourishment' and this paved the way for the introduction of new variants- Chocolate flavor. The regular variant, too, was improved to offer the best possible taste. And, finally, packaging was made smarter, more vibrant and attractive. In 2005, Horlicks improved its advertising through 'Pran chonchol' campaign, which established the Horlicks experience as integral to the lives of spirited live-wire children. The brand's personality changed dramatically, the serious; do- good, earnest personality was replaced by a spirited, engaging, fun-loving character.

The new, improved Horlicks was advertised through 'Taller, Stronger, Sharper' campaign, which established the Horlicks experience as integral to the lives of spirited physically and mentally improved children.



Promotion
Over the years, Horlicks' communication has always connected with its consumers. During the 2004, Horlicks created one of the most popular TV campaigns with its 'Pranchanchal Kids', commercial. It was one of the early instances of slice-of-life advertising that showcased the wide acceptance of the brand among people from different walks of life.



During 2003-2007 Horlicks run a nationwide quiz contest competition named "Horlicks Genius Bangladesh". The quiz contest was held among various groups of students from various schools. During 2005-2007 Horlicks run another nationwide family quiz contest competition named "Horlicks Genius Poribar". It has also been a quiz contest but the groups were from families.

And in 2009, to change the platform Horlicks launched the first ever reality show named "Horlicks Future Force" in the country. The core of the program was to find out the Taller, Stronger and Sharper kids of Bangladesh and give them a platform to prove themselves as



the future kids of the nation who will grow with physical & mental competence. Horlicks Lite, another extension of Horlicks initiated its brand activation with a tie up with Bangladesh Diabetes Association on World Diabetes Day (14th November, 2009). Through this on-ground activation the brand promoted the message that regular walking should be a habit for the health conscious adults as a way to maintain good health.



Brand Values
Horlicks has always been a brand that stands for good health and nourishment through a wholesome, natural product. A commitment towards product quality and reinforcement of essential nutrients has won over the trust of generations of mothers.

The brand gives the reassurance of nutrition and growth that mothers seek in for the kids. With its taste superiority and consistency in quality it has become the "brand for me" for kids. And thus, Horlicks' has become mothers' first choice via nutritional superiority with the support of a caring and long trusted brand image.

- o Horlicks is a nourishing beverage to be taken as a part of balanced diet & healthy lifestyle.
- ^ Nielsen Retail Audit Data June'2010
- *Study conducted by NIN, Hyderabad on micronutrient enriched beverage, on 869 school children
- **More muscles
- +Attention & Concentration
- #Nutrition, Volume 22, Issue 1, Supplement 1, Pages S1-S40 (January 2006)



History

Some malted barley, pinches of wheat flour with a dash of evaporated milk. That's Horlicks recipe for success. James Horlicks, after whom the brand is named, was a chemist who worked for a company which produced dried infant food. He became ambitious after inventing some recipe of his own. So along with his brother William, they found J and W Horlicks of Chicago.

1870 Babies often fell sick as fresh milk soured quickly without refrigeration. It was this recipe, invented by James and Willam that saved the day. From then on, their business grew rapidly. It was in 1906 that James returned to Britain and opened the Horlicks Malted Milk Company. Later their sons sold the brand to SmithKline Beecham, now known as GlaxoSmithKline (GSK) for £20 million.	1960 Horlicks was positioned as an adult restorative drink that gave extra energy, especially during convalescence.	1970 Saw its positions shift to "The Great Nourisher". It was in this phase that the brand saliency shot up. The medical credentials were reinforced through the depiction of a doctor as the rational voice.	1984 Horlicks aimed at growth by growing the consumer base.	1994 It had created "Ideal Horlicks"-and improved product formulation that also brought back the taste people reminisced about.	2007 Horlicks was relaunched with a clinically proven claim "Horlicks Makes Kids Taller, Stronger, Sharper-Now proven".
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