

///Saridon®///

Market

It is unlikely that a person who has never experienced a headache can be found. Of all pains, a headache is the most ubiquitous, one of the most researched and one of the most feared. It creeps up unnoticed and unannounced and often without warning. Because of its common occurrence, most headaches are neglected and almost always taken lightly.

A headache (medically known as cephalgia, sometimes spelt as cephalgia) is a condition that afflicts the head; sometimes a pain located in the neck or the upper back pain may also be interpreted as a headache.

Headaches have a wide variety of causes, ranging from eye strain, sinusitis to tension. More often than not headaches have a benign cause and do not warrant further treatment other than a headache analgesic. The most common type of headache is tension-related. Some may experience headaches when dehydrated.

Medical encyclopedia detail five types of headaches: myogenic (muscle tension), vascular; cervicogenic, traction and inflammatory.

Myogenic headaches appear to involve the tightening or tensing of facial and neck muscles. A headache caused by tension is the most common form and accounts for 90% of all myogenic-related headaches.

The most common type of vascular headache is migraine. Such headaches are usually characterised by severe pain on one or both sides of the head, an upset stomach, and, at times, disturbed vision. It is more common in women. Other forms of vascular headaches may be caused by fever, also called toxic headaches, or those resulting from high blood pressure.

Cervicogenic headaches originate from disorders of the neck, including the anatomical structures innervated by the cervical roots C1-C3. A cervical headache is often precipitated by neck movement and/or sustained awkward head positioning. It is often accompanied by restricted cervical range of motion, ipsilateral neck, shoulder or arm pain of a rather vague non-radicular nature or, occasionally, arm pain of a radicular nature.

Traction and inflammatory headaches are symptoms of other disorders, ranging from a stroke to a sinus infection.

Over the last four decades, Saridon has been on the forefront of providing quick and effective relief to headache sufferers. The

market for headache solutions in India is quite complex and involves a variety of delivery formats such as tablets, capsules, topical applications like rubs, balms and rubificients. The market is further segmented based on price and active ingredient. Because of the large volumes of consumption across age, gender and socio-economic strata the market is characterised by a plethora of regional and local players competing with national marketers at the lower end of the pyramid.

There is also an inter-category competition between tablets and balms. The market for balms is three times the size of analgesics (Source: ACNielsen Retail Audit), while the media spends of balms are about four to five times that of analgesics.

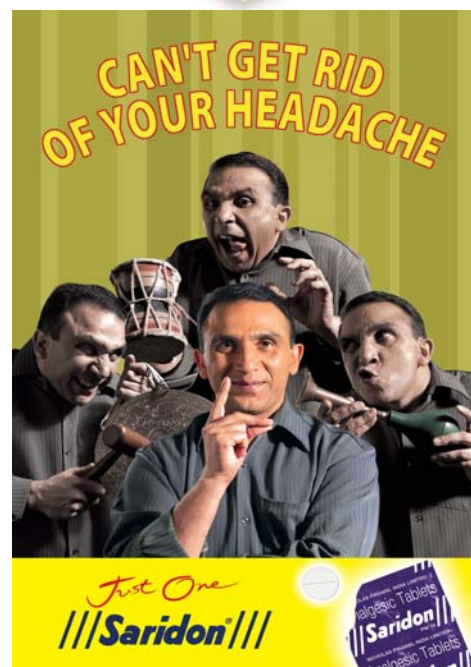
Branded analgesics also compete with many generic brands, which represent about 12%-15% of the market. Driven by higher margins from these typically local brands, retailers

tend to push these more intensely. Saridon has been able to cope with this competition because of the strong perception of it being the 'Headache Specialist'.

Saridon comes from the stables of Nicholas Piramal India Limited one of the top four pharmaceutical companies in the country. Saridon has grown by 21% in 2005/06 and holds a 26% market share (Source: IMS ORG Pharma Audit).

Achievements

Consistent positioning and the fact that the brand has always kept itself relevant have seen





Saridon earn a place in the hearts of consumers. The brand standing is also endorsed by The Economic Times survey which showed Saridon to be amongst the top ten over-the-counter (OTC) brands in India and amongst the top 150 brands across all categories (Source: Brand Equity, February 2006).

After nearly 40 years of existence in India, Saridon remains the undisputed headache relieving analgesic. Its utility and efficacy is even more pronounced in today's context of a fast-paced life.

History

Saridon was launched in Switzerland in 1933 by F. Hoffmann La Roche, a company formed by the couple – Fritz Hoffmann and Adele La Roche. Saridon was launched in India in 1969 by Roche. Under a license agreement the brand came under the Piramal umbrella in 1996/97.

When first formulated Saridon contained phenacetin as the active ingredient which was, several years after launch, replaced by propyphenazone, a proven safe and effective drug that was easier on the stomach than aspirin.

Over the years Saridon has been consistently positioned as a remedy for quick relief from headaches.

Product

Saridon is an analgesic combination containing 150 mg of propyphenazone, 250 mg of paracetamol and 50 mg of caffeine. The combination is designed to produce effective analgesia with quicker relief, as compared to paracetamol, ibuprofen or aspirin alone. While caffeine acts as a mood elevator, the other two have a synergistic effect leading to faster relief from pain. No other tablet in the market has this combination.

In a high stress environment with a high probability of a headache, Saridon provides customers the benefit of coping up, without any hindrance to their activities.

Saridon is available across 650,000 outlets comprising 140,000 chemists and 510,000 general stores (Source: ACNielsen Retail Audit).

Recent Developments

Saridon, in spite of being a serious product in terms of its usage, has always used innovation and technology to further its cause of brand building and brand recall. The in-film placement in Parineeta is a case in point. As another

example, the recent Saridon commercial was shot using the latest cutting edge technology. Saridon was one of the first brands to use the new 'motion picture technique', much before the technique was made famous by the Aamir Khan commercial for Toyota Innova.

Promotion

Saridon's basic positioning of quick relief from headaches has never changed – or been challenged by the exigencies of the market. What has, however, undergone frequent

alliterations are the renditions of this theme. In one such alliteration the brand brought into sharp focus the market need and ground reality.

In the 1980s Saridon was the 'strong and safe' remedy for headaches. The commercial showed the white Saridon strip with one tablet out of the pack – denoting that just one Saridon is enough.

In the 1990s Saridon's position as a strong and safe analgesic was strengthened and enhanced by the 'sardard ka doctor' theme. The platform was broad-based to actually show people from various walks of life – a fisherman, a factory worker, a young couple etc all experiencing relief with just a single tablet of Saridon. The fact that life was becoming more competitive and the stress thus caused, was likely to trigger off a headache at any time was a market reality. 'Keep the headache doctor handy' was now the new twist in the commercials.

In the late 1990s and early 2000s, Saridon

commercials depicted a doctor and intern. Their reliance on Saridon for quick and immediate relief from headaches was designed to support the brand with the medical credentials.

Headaches may well bring out the unpleasant side of people, making them and their loved ones unhappy. Saridon has responded to this widely felt consumer behaviour through an appropriate new communication emphasising how Saridon alone brings back the 'real you'. These commercials were rolled out in 2003.

Saridon has used its commercial as the primary medium to contemporarise and reinvent itself without diluting its core Unique

Selling Proposition (USP). Over the years, Saridon commercials along with its famous jingle have always stood out in terms of their recall and execution.

The latest commercial is very consumer centric, based on the insight that while experiencing a headache, even normal sounds in a regular environment tend to magnify, making the headache all the more unbearable.

The commercial vividly brings out the 'sound-noise' imagery using the 'motion picture technique'.

The new commercial has produced the intended result of revitalising the brand's fundamental imagery as the 'headache specialist'.

Saridon has very successfully capitalised on various brand building opportunities. In in-film placements, for instance, the brand was seamlessly integrated in the script of the super hit movie Parineeta. Saridon found a natural setting for itself in the film to reinforce its brand image. The movie scenes included the Saridon jingle playing in the background, brand mentions by key protagonists, product visibility through pack shots and even the brand's core positioning of a headache reliever.

Like many other successful brands Saridon, too, has also used a jingle to communicate its core promise. The jingle 'Na rahe peedha, na rahe dard, bus ek, sirf ek, sirf ek Saridon' transcends generations and promises headache relief for all. This has been exploited, without exception, in all key audio-visual vehicles that Saridon has ever used.

Brand Values

Saridon has always delivered exceptional value to its consumers – even on the price front. Today, freedom from a headache can still be achieved by a single tablet of Saridon at a price of One Rupee – the same that it cost in the 1990s.

As a 'headache specialist' Saridon has lived up to its promise of safe and fast relief. In four decades the brand has built an enormous reputation for itself and a following that steadfastly reaches out for it – when a headache strikes.

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THINGS YOU DIDN'T KNOW ABOUT

Saridon

- Every day one million Saridon tablets are sold across India.
- Saridon is the largest headache analgesic with a market share of 26%.
- If all the Saridon tablets sold in 2005/06 were arranged in a straight line, they would form a chain that would go all the way from Kashmir to Kanyakumari and come almost half way back.

