

# Raptakos Brett

ASSESSMENT OF BMS MARKETING IN MUMBAI, INDIA

## Article and topic

Article 4: Informational and educational material  
 Article 5: Advertising and promotion  
 Article 9: Labeling

## Total

## Instances of non-compliance

0  
 0  
 0  
**0**

Number of products found

4

Ratio of incidences of non-compliance

0.0

Level of compliance

Complete | High | Medium | Low

Adjustment to India Index score

Not applicable

## Headquarters

India

## Market share in 2015

Unknown

## BMS revenues in 2015 INR mn

Unknown

**Products:** The company markets in India under the brand names LACTODEX and ZEROLAC.

Source: Euromonitor

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

- No informational and educational materials produced by Raptakos Brett 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 Raptakos Brett 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)

- Two of the 808 women (0.25%) interviewed recalled that a healthcare worker had recommended that they use a Raptakos Brett product.
- Two of the 120 healthcare workers (1.7%) interviewed recalled any visits by a Raptakos Brett representative but not with the intent of talking to women, obtaining their contact information or providing materials to them.

### Article 9: Labeling

- All of Raptakos Brett's 4 products were found to have compliant labels.

### 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

The Interagency Group on Breastfeeding Monitoring (IGBM) Protocol, entitled 'Estimating the Prevalence of Violations of The Code and National Measures' from 2007, adapted to local context and used with permission from UNICEF as used in Vietnam and Indonesia for the 2016 Global Index.

### 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.

### Sampling

- Healthcare facilities: Selected with probability proportionate to size from a sample frame of eligible facilities.
- Women and healthcare workers: Selected either on a probability or sequential basis, as possible, within each healthcare facility.
- Retailers: Three retail stores near each healthcare facility selected on a purposive basis.
- Products: The labels and inserts of all BMS products found in the study area were analyzed.
- Advertising: The two most widely used traditional media channels were monitored by a specialist agency, i.e. television and print. Additional monitoring of online retailers and media was undertaken by CMS and Westat.
- In total, 808 women and 120 healthcare workers were interviewed. 120 retail stores were visited and 12 online stores were monitored.

### 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.

# Raptakos Brett

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.

## Note

Westat is 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.

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, nor any of their respective affiliates, 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 be excluded or limited.

## 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 be excluded or limited.