

Category Report

Product Profile

Product Profile holds 30% of the overall Index score.

The Product Profile is an objective assessment of the nutritional quality of the packaged foods and beverage market in India. The Product Profile analyses the 'healthiness' of food manufacturers' products using the Australian Health Star Rating (HSR) model. Products are rated between 0.5 stars (least healthy) to five stars (most healthy), and any product that scores 3.5 or above is considered 'healthier'.

This Category report is based on the full assessment by ATNI's research partner, The George Institute for Global Health, and the full report can be found [here](#).

To perform well in this category, companies should:

- Derive at least 50% from "healthier" sales (HSR of 3.5 or higher);
- Achieve a high average sales-weighted nutritional quality of the company's product portfolio (using the Health Star Rating model);
- Show a high proportion of the company's products are eligible to be marketed to children using the WHO SEAR criteria for marketing to children;
- Show improvements in product portfolio healthiness over time and best healthiness performance in a specific product category compared to peers.





Product Profile

ATNI commissioned an independent organization – The George Institute for Global Health (TGI) – to execute the nutrient profiling element of the Product Profile.

To select the packaged foods and beverages for analysis, ATNI identified a maximum of five best-selling product categories for each company based on their estimated Indian retail sales in 2021 using Euromonitor International 2021 sales estimates. Nutrition information for a total 1,901 packaged foods and beverages products sold by 20 of the largest companies in India were selected to be included in the Product Profile assessment. The sales of these companies combined accounted for an estimated over 36% of all Indian packaged food and beverage sales.

The Product Profile captures the majority of the 2021 estimated retail sales for most companies. It is important to point out that for Hindustan Unilever, 50-60% of the company's 2021 retail sales in India is covered in the Product Profile; the company derived a significant proportion of its sales from products excluded from the assessment, for example, packaged tea and coffee products. Similarly, for Nestlé India, the Product Profile covers 60-70% of the company's estimated 2021 retail sales, as the HSR system does not apply to packaged baby foods and coffee.

After selecting the top five product categories for each company, all products in these categories are assessed using the HSR. The HSR system has been used by manufacturers and retailers voluntarily in Australia and New Zealand since 2014 and is applicable in any market. It is designed to compare similar products within food categories. The HSR system analyzes the level of several “positive” nutrients (e.g. from fruits, vegetables and fiber) and several “negative” nutrients (e.g., salt, added sugar and saturated fat) in products, to generate a score of their nutritional quality.

Nutrient information was obtained either from The George Institute's FoodSwitch India database or directly from the manufacturer. More details on the methods, results, and limitations of the Product Profile study are available in the report by ATNI's research partner, TGI [here](#).⁴¹

The percentage of each company's 2021 sales covered in the Product Profile, the categories selected, and the total number of products assessed for each company are shown in Table B1.1. The total number of products assessed ranged from 15 products (for Marico) to 233 products (for ITC).



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Table B1.1. Percentage of India sales and product categories included in the Product Profile

Company	No. of products assessed	Categories included	Examples of brands included	% India 2021 retail sales values represented
Adani Wilmar	18	Edible Oil; Rice, Pasta and Noodles; Flour; Processed Meat, Seafood and Alternatives to Meat	Fortune Foods	90-100%
Agro Tech Foods	81	Edible Oil; Savoury Snacks; Sweet Spreads	Sundrop, Duo, Act II	90-100%
Amul GCMF	75	Dairy; Ice cream	Amul	90-100%
Britannia Industries	193	Sweet Biscuits, Snack Bars and Fruit Snacks; Baked Goods; Savoury Snacks; Dairy	Britannia	90-100%
Coca-Cola India	55	Carbonates; Juice; Bottled Water	Coca-Cola, Sprite, Fanta, Thums up, Schweppes, Kinley, Maaza, Minute Maid	90-100%
Dabur	59	Juice; Sweet Spreads; Sauces, Dips and Condiments	Real Fruit Power, Hommade, Dabur	90-100%
Haldiram's	68	Savoury Snacks	Haldiram's	90-100%
Hatsun Agro	113	Dairy; Ice Cream	Hatsun, HAP, Arun	90-100%
Heritage Foods	44	Dairy	Heritage	90-100%
Hindustan Unilever	210	Other Hot Drinks; Ice Cream; Sauces, Dips and Condiments; Soup; Sweet Spreads	Horlicks, Knorr, Kissan, Kwality Walls	50-60%
ITC	233	Flour; Sweet Biscuits, Snack Bars and Fruit Snacks; Savoury Snacks; Rice, Pasta and Noodles; Confectionery	Aashirvaad, Sunfeast, Sunfeast Yippee, Bingo, Candiman, Jelimals, Fabelle	90-100%
KMF Nandini	74	Dairy	Nandini	90-100%
Lactalis India	65	Dairy	Anik, Lactel, Prabhat, Tirumala, President	90-100%
Marico	15	Edible Oils; Breakfast Cereals; Processed Meat, Seafood and Alternatives to Meat	Saffola	90-100%
Mondelēz India	63	Confectionery; Other Hot Drinks; Sweet Biscuits, Snack Bars and Fruit Snacks; Concentrates	Cadbury, Bournville, Bournvita, Oreo, Tang	90-100%
Mother Dairy	196	Dairy; Edible Oil; Processed Fruit and Vegetables; Ice Cream	Mother Dairy, Dhara, Safal	90-100%
Nestle India	159	Rice, Pasta and Noodles; Dairy; Confectionery; Sauces, Dips and Condiments	Nestlé a+, Milkmaid, Maggi, Milkybar, Munch, Kit Kat, Nestle La'telier	60-70%
Parle Products	85	Sweet Biscuits, Snack Bars and Fruit Snacks; Savoury Snacks; Confectionery	Parle's, Parle-G, Hide&Seek, HappyHappy, Chatkeens	90-100%
Patanjali	25	Edible Oils; Dairy; Sweet Spreads; Processed Meats, Seafood and Alternatives to Meat; Flour	Patanjali, Ruchi, Nutrela	90-100%
PepsiCo India	70	Savoury Snacks; Carbonates; Breakfast Cereals; Energy Drinks; Juice	Doritos, Lays, Kurkure, Pepsi, 7UP, Miranda, Tropicana, Quaker	90-100%



Box B1.1. Changes to the methodology

The India Index 2023 Product Profile looks at 2 indicators:

- Assessment of the overall healthiness of the product portfolio, measured as the sales weighted mean HSR: [the 0-5 mean HSR is converted to get a value between 0-100%]
- Assessment of the percentage of sales from products with HSR of 3.5 or higher. % [value between 0-100%]

The mean healthiness is a representation of the nutritional quality of a company's overall product portfolio. Sales-weighting is applied to both assessments to ensure that the companies' highest and lowest selling product categories contribute proportionally to the end result.

Finally, the two indicators are averaged to obtain the final Product Profile score. Relative category scores have been taken out of the assessment.

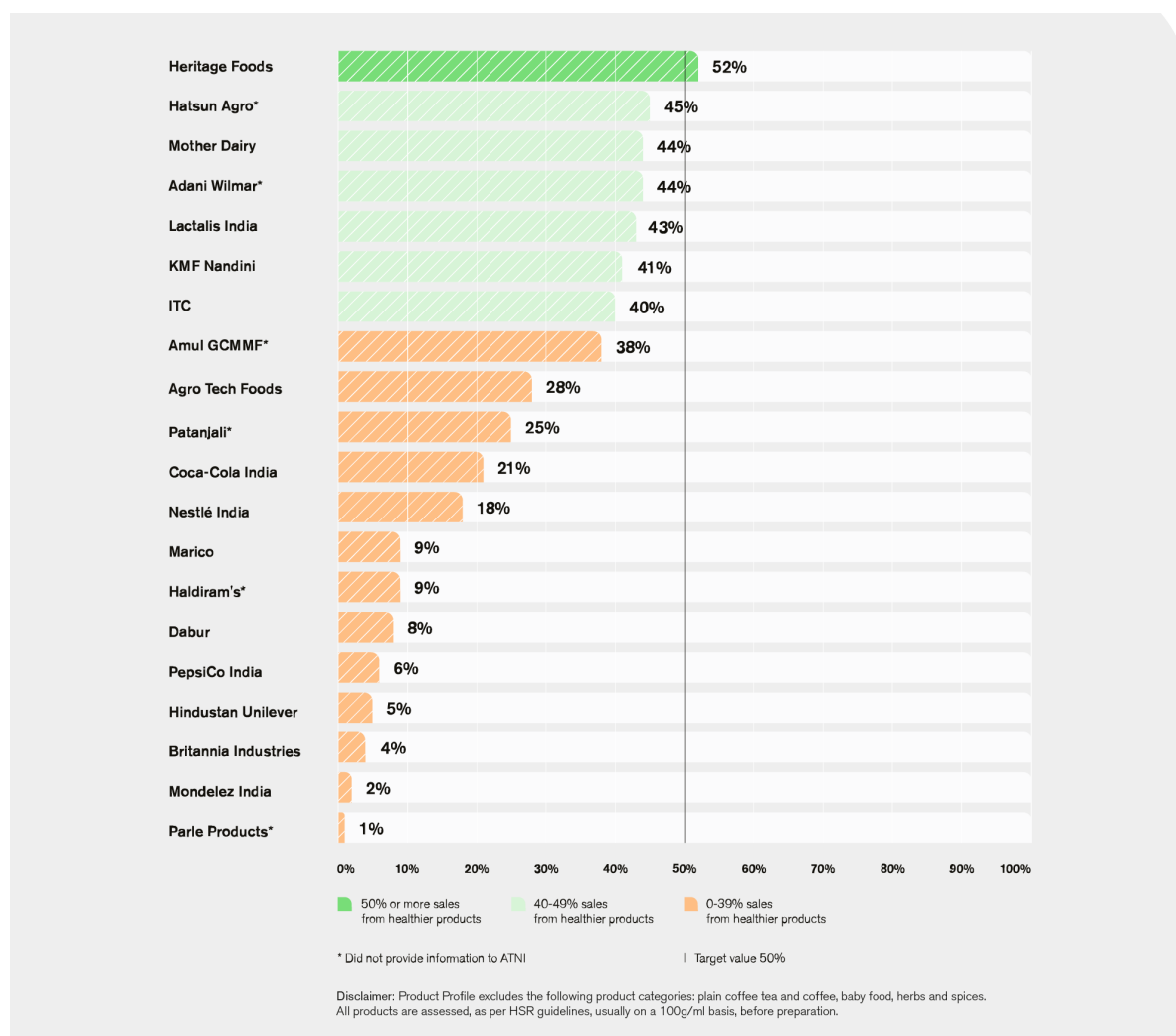
For the 2023 India Product Profile, the most current HSR algorithm was used. As the original HSR algorithm was used in the 2020 India Product Profile, the new HSR algorithm was applied to the 2020 data for this report. See also Table 1 in the ATNI/TGI Product Profile Report.⁴²





Company Ranking Product Profile

Figure B1.1. Proportion of companies' sales derived from 'healthy' products in India



Key Findings

- Of all products assessed from all companies in the India Index, 17% met the 'healthy' threshold, (having an HSR of 3.5 or more), corresponding to 24% companies' combined sales in 2021.
- One company (Heritage) has over 50% of sales from 'healthy' products (52% of 44 products total).
- Five other companies, mostly with Dairy portfolio or selling staple products like edible oil and flour, derive between 40-45% of sales from 'healthy' products.
- The proportion of sales-weighted products considered 'healthy' changed slightly overall between 2020 and 2023 (27% to 24%)
- The average HSR for all companies' products combined was low (1.9 out of 5), with substantial variation observed between companies. The overall sales-weighted mean HSR remained at 2.0 out of 5 in 2023, the same as in the 2020 India Index.



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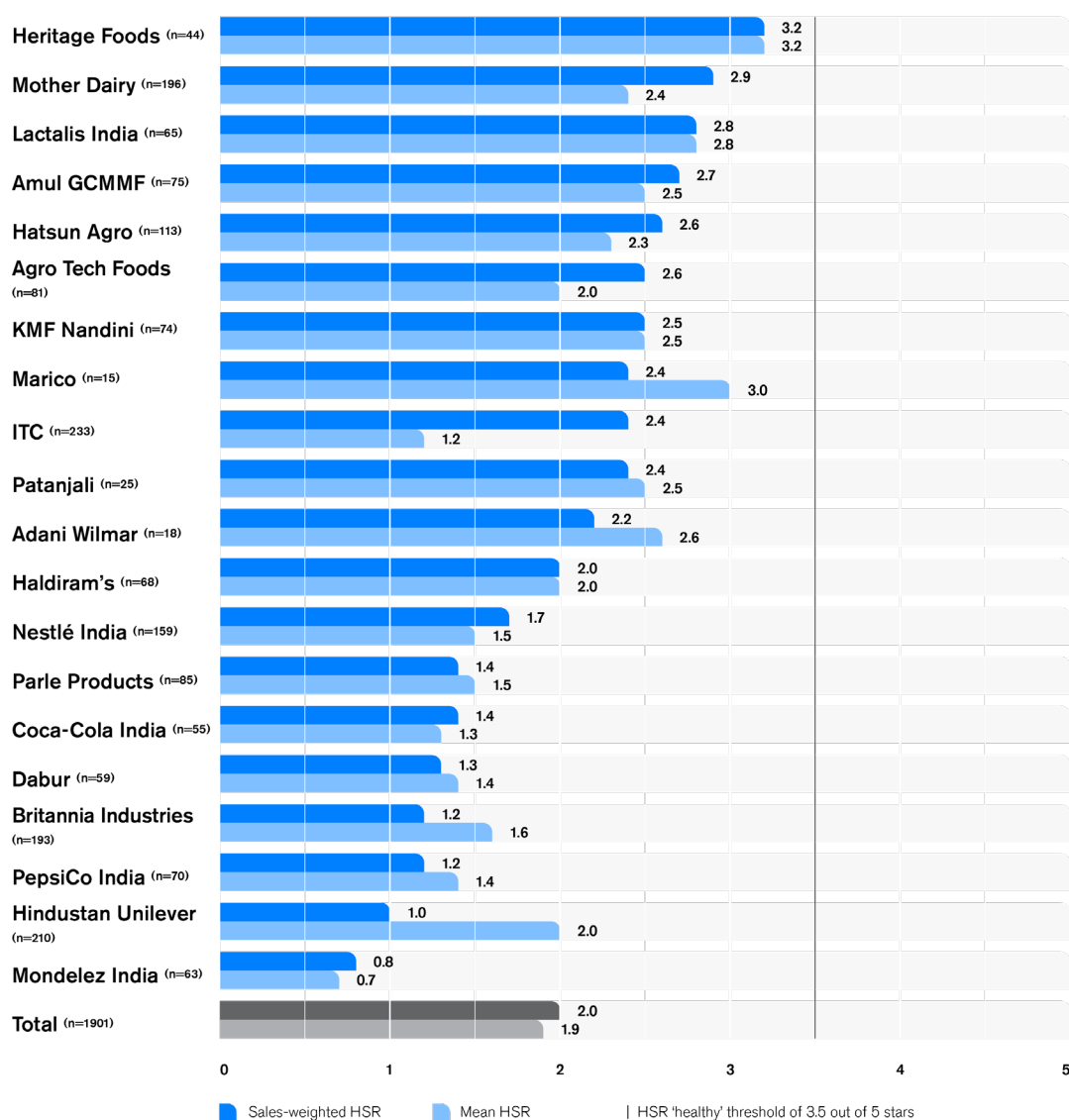
- A low proportion of food and beverage products (12%) offered by the companies were eligible for marketing to children using the WHO SEAR criteria, (same as in 2020), increasing to 21% following sales-weighting (29% in 2020).

Detailed Findings

How 'healthy' are companies' portfolios, using the HSR model?

Of all products analyzed from the 20 companies (in total 1,901 products), 17% met the “healthy” threshold^c (total 313 products), corresponding to 24% companies' combined sales in 2021. The average HSR for all companies' products combined was low (1.9 out of 5), with substantial variation observed between companies. Just over half (55.6%) of all products scored 1.5 stars or below.

Figure B1.2. Mean health star rating and sales-weighted mean health star rating by company



^c having an HSR of 3.5 or more



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Overall, companies with dairy portfolios performed better in the Product Profile, compared to those that derive most sales from less healthy categories – e.g. Mondelez India from Confectionery, and PepsiCo India from Savoury Snacks and Carbonates. The mean HSR was higher for foods at 1.9 than for beverages at 1.2 out of 5.

Marico was the second-ranked company before sales-weighting was applied, after which it dropped to ninth place. Other companies with notable changes before and after sales-weighting was applied include Hindustan Unilever (which dropped seven places after sales-weighting) and Britannia (which dropped four places following sales-weighting). Adani, Mother Dairy, ITC and Hatsun all have a higher rankings following sales-weighting using HSR assessment.

Heritage had the highest mean HSR for the Product Profile, with a sales-weighted mean HSR of 3.2 out of 5, followed by Mother Dairy (2.9), Lactalis (2.8), and Amul (2.7). These companies have a dairy portfolio (including products such as fresh and flavored milk, yoghurts, cheeses, milkshakes, some of them also sell Ice Creams). The mean sales-weighted healthiness of product portfolios varied substantially between companies (0.8 for Mondelez India to 3.2 for Heritage).

To what extent do companies generate their India sales from 'healthy' products?

ATNI estimates that Heritage (44 products) generated 52% of its 2021 India retail sales from products meeting the 'healthy' threshold – the highest proportion among companies assessed (see Figure B1.3).

As can be seen in figure B1.1, five other Indian HQ based companies, mostly with dairy-based portfolios or selling staple products like edible oil and flour, derive between 40-45% of sales from healthy products. Hatsun was close behind Heritage with 45% of products receiving 3.5 HSR or above - although interestingly, Hatsun had a much lower proportion of unweighted products considered healthy, showing that its sales are primarily from healthier product categories (Dairy versus Ice Cream). The proportion of products defined as healthy varied greatly between companies (1% for Parle to 52% for Heritage).

Some companies derived quite different proportions of their sales from healthy versus unhealthy products^d. For example, eight companies' rankings decreased when sales-weighting of results was applied, indicating that a larger proportion of their product sales come from less healthy products. On the other hand, seven companies' rankings increased following sales-weighting, indicating that a larger proportion of their portfolio's sales are of 'healthier' products. ITC ranked 16th before sales-weighting was considered jumped to 6th rank following sales-weighting - illustrating that their healthier product category (Flour) accounted for a larger proportion of product sales. Marico on the other hand, ranked 5th before sales-weighting was applied yet dropped to 13th following sales-weighting, indicating a higher proportion of its sales were attributable to less healthy products. Find more details in the full ATNI/ TGI Product Profile report [here](#).

This illustrates the opportunity for companies to increase the proportion of sales deriving from healthy foods and decrease their reliance on sales of less healthy foods. Apart from accelerating product (re)formulation, companies can achieve this by redirecting marketing to healthier products and brands, along with considering nutrition as part of merger and acquisition strategies.

^d ATNI uses sales estimates from Euromonitor International on a product category level



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How 'healthy' are companies' products within a category compared to those of their peers?

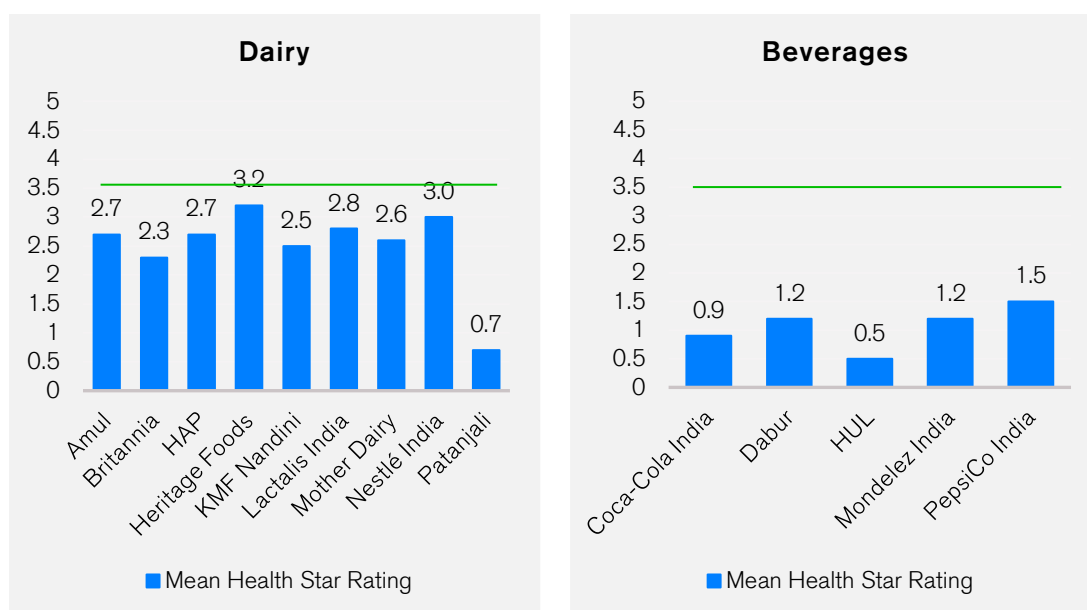
There is considerable variation in the mean HSR values of different companies within the same product categories. For example, in Dairy, mean HSR differs between 0.7 (Patanjali with butter and spreads) to 3.2 (Heritage, with milk and milk products such as milkshakes and cheese). In the savoury snacks category, the mean HSR differs between 0.5 (Britannia) and 2.0 (Haldiram's).

Staple products like Edible oil, Flour and Processed Meat and alternatives (e.g. soya chunks), are the highest performing categories. Overall, Marico performs lower than competitors in both edible oil and Processed Meat and Alternatives (e.g., soya chunks).

Very few beverages were considered 'healthy' and ratings for beverages were lower than for foods. For beverages, PepsiCo India had the highest mean HSR of 1.5, and Hindustan Unilever the lowest with 0.5 (Other Hot Drinks category).

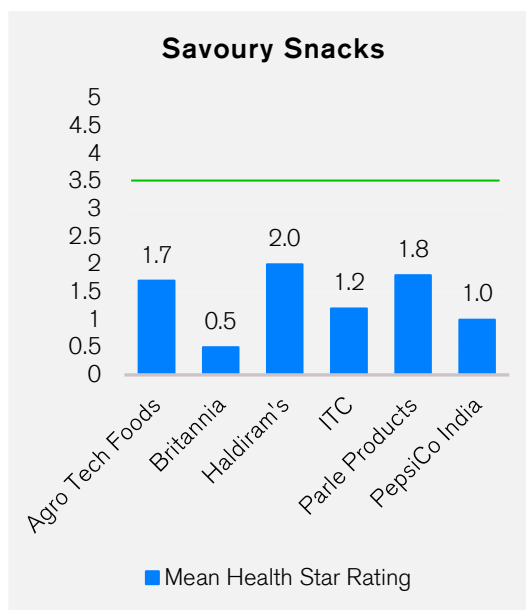
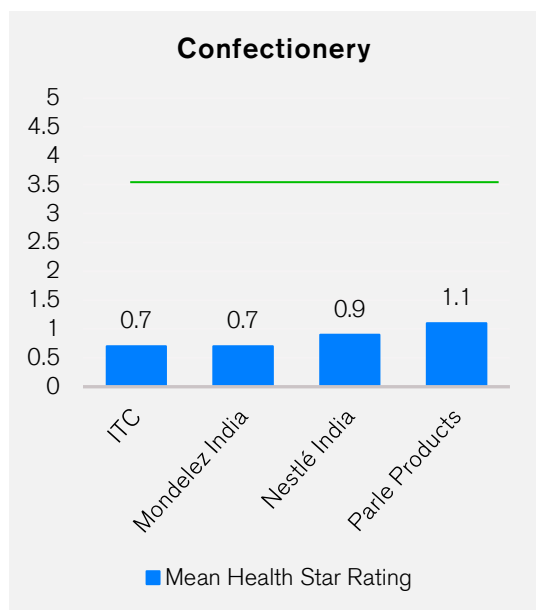
Large HSR differences could also be observed within product categories, such as for Sweet Spreads (0.5 to 5.0) and Savoury Snacks (0.5 to 4.5). This suggests that healthier formulations of these products can be made.

Figure B1.4. Within-category comparison of the healthiness of companies' products





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Note: Green line indicates the 'healthy' threshold of 3.5 out of 5 stars

Table B1.1. Category specific comparison of mean HSR values between companies, in product categories with two or more competing companies for foods

	Breakfast Cereals	Confectionery	Dairy	Edible Oils	Flour	Ice Cream	Processed Meat & Alternatives	Rice, Pasta & Noodles	Sauces, Dips & Condiments	Savoury Snacks	Sweet Biscuits	Sweet Spreads
Adani Wilmar	-	-	-	2.1 (9)	5.0 (1)	-	5.0 (1)	2.2 (7)	-	-	-	-
Agro Tech Foods	-	-	-	3.0 (12)	-	-	-	-	-	1.7 (57)	-	2.9 (12)
Amul GCMFF	-	-	2.7 (55)	-	-	1.9 (20)	-	-	-	-	-	-
Britannia Industries	-	-	2.3 (37)	-	-	-	-	-	-	0.5 (10)	1.0 (76)	-
Dabur	-	-	-	-	-	-	-	-	2.2 (15)	-	-	1.0 (4)
Haldiram's	-	-	-	-	-	-	-	-	-	2.0 (68)	-	-
Hatsun Agro	-	-	2.7 (29)	-	-	2.2 (84)	-	-	-	-	-	-
Heritage	-	-	3.2 (44)	-	-	-	-	-	-	-	-	-
Hindustan Unilever	-	-	-	-	-	2.1 (140)	-	-	1.4 (26)	-	-	2.2 (7)
ITC	-	0.7 (100)	-	-	4.8 (15)	-	-	2.0 (12)	-	1.2 (46)	1.0 (60)	-
KMF Nandini	-	-	2.5 (74)	-	-	-	-	-	-	-	-	-



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Lactalis India	-	-	2.8 (65)	-	-	-	-	-	-	-	-	-
Marico	2.6 (8)	-		2.3 (3)	-	-	4.4 (4)	-	-	-	-	-
Mondelēz India	-	0.7 (43)	-	-	-	-	-	-	-	-	0.8 (11)	-
Mother Dairy	-	-	2.6 (61)	3.6 (8)	-	1.7 (104)	-	-	-	-	-	-
Nestlé India	-	0.9 (67)	3.0 (31)	-	-	-	-	1.4 (37)	1.4 (24)	-	-	-
Parle Products	-	1.1 (17)	-	-	-	-	-	-	-	1.8 (28)	1.4 (40)	-
Patanjali	-	-	0.7 (3)	2.5 (12)	5.0 (2)	-	5.0 (3)	-	-	-	-	1.0 (5)
PepsiCo India	3.9 (4)	-	-	-	-	-	-	-	-	1.0 (39)	-	-
Mean HSR	3.0	0.8	2.7	2.8	4.9	2.0	4.7	1.7	1.6	1.5	1.1	2.1

Table B1.2. Category specific comparison of mean HSR values between companies, in product categories with two or more competing companies for beverages

Company	Carbonates	Juice	Other Hot Drinks
Coca-Cola India	1.2 (23)	0.6 (26)	-
Dabur	-	1.2 (40)	-
Hindustan Unilever	-	-	0.5 (18)
Mondelēz India	-	-	1.2 (6)
PepsiCo India	2.0 (13)	1.0 (13)	-
Mean HSR	1.5	1.0	0.7

Companies with a lower average 'healthiness' score in a given category are encouraged to step up their efforts to reformulate these products and develop new healthy products. Detailed results can be accessed in Table B1.2 as well as the in full ATNI/TGI Product Profile Report [here](#).⁴³

How do ATNI's Product Profile results compare?

Compared to Product Profile work from ATNI's Global Index (27% sales from "healthy" products) and the US Index (29% sales from 'healthy' products), performance on healthiness is lower from the top 20 companies researched in India (24% sales from 'healthy' products).

Between the 2020 and 2023 India Index, the proportion of sales from 'healthier' products dropped slightly overall (27% to 24%). The mean HSR has stayed the same since the 2016 India Index, with 1.9 out of 5 stars.



Table B1.3. Product Profile results of India Indexes and latest US and Global Indexes^e

	India Index 2016	India Index 2020	India Index 2023	US Index 2022	Global Index 2021
No. companies assessed	11	16	20	11	25
Market share of combined companies assessed	31%	31%	36%	30-35%	20-25%
No. products analyzed	943	1,495	1,901	11,041	38,176
Mean HSR	1.9	1.9	1.9	2.3	2.4
Sales-weighted mean HSR	1.8	2.0	2.0	2.2	2.4
% distinct 'healthy' products	16%	16%	17%	31%	31%
% sales from 'healthy' products	17%	27%	24%	29%	27%

Among the companies assessed in both the 2020 and 2023 Index, 14 companies, the estimated sales from healthy products increased from 15% in 2020 to 23% in 2023. However, no increase was found in the percentage of healthy products within the total companies' portfolios.

A full change analysis in the nutritional profile of the packaged food and beverage products from the same 14 companies in 2020 and 2023 Index over a three-year period can be found [here](#).⁴⁴

What proportion of companies' products would meet the WHO SEAR criteria for marketing to children?

Only 12% of products overall were eligible to be marketed to children according to the WHO SEAR criteria (same as in 2020) – increasing to 21% after sales-weighting was applied (29% in 2020). Sales-weighting changed the rankings of the companies in relation to healthiness and generally increased the disparities observed between companies. Adani is the only company for which more than half of products in their portfolio meet WHO SEAR criteria. Four companies – Adani, Marico, Patanjali and Agro Tech, have more than half meet the criteria when sales-weighted. These companies all have Edible Oil in their portfolios.

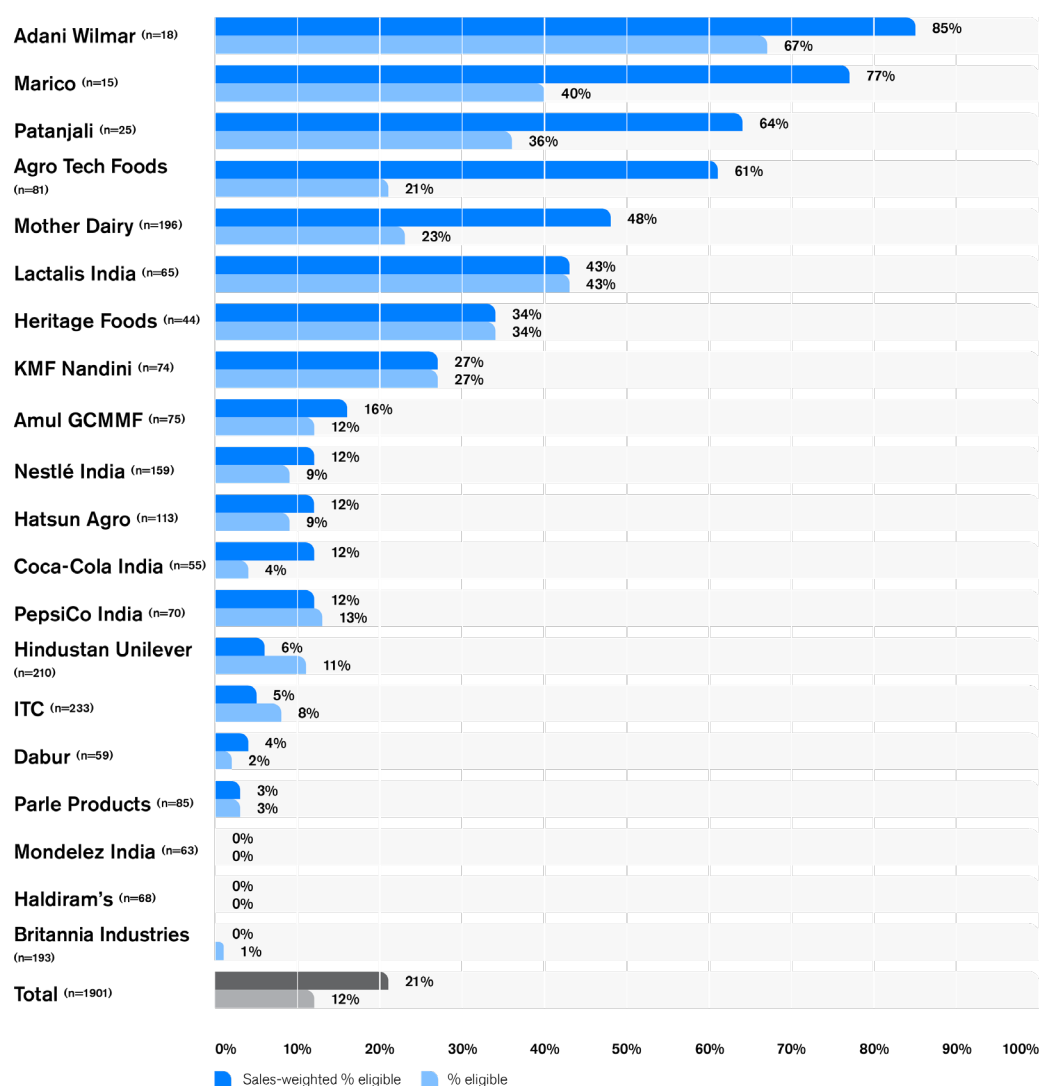
This assessment did not investigate whether these products are in practice marketed to children and teens by the companies in scope. Instead, it provides an extra indication of the healthiness of the company's portfolios by checking whether the products, in theory, would be eligible to be marketed to children using WHO SEAR criteria. This lower result (12% instead of 16% using HSR) reflects the more stringent criteria applied for eligibility to market to children. If companies are found to have a small number of products suitable to be marketed to children, it is important that they implement responsible marketing policies to ensure these products are not undermining children's health.

^e It is important to note that in this table there is a comparison shown which includes new versus older HSR algorithm, so the differences are not fully like for like differences'



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Figure B1.5. Proportion of products that meet the WHO SEAR criteria for marketing to children



Detailed Product Profile results for each company, including category performance, can be found on the company scorecards. More information on the Product Profile is included in the full ATNI/TGI Product Profile report [here](#).⁴⁵

Recommendations for companies

To improve performance on portfolio healthiness:

- Companies have the opportunity to improve their product portfolios through innovation and product reformulation and ensure that at least half of their portfolio (sales and products) meet healthy thresholds by 2030.
- Companies can also accelerate progress by considering nutrition in their merger and acquisition decisions, e.g. by acquiring healthier brands, and discontinuing or reducing sales of less healthy food and beverage products.



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- Companies are encouraged to publicly disclose on an annual basis the percentage of their product portfolio that meets criteria for healthy products in India, as well as changes over time, using an internationally recognized nutrient profiling model.



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⁴¹ Elizabeth Dunford, "Report on the Comparative Nutritional Profile of 1,901 Food and Beverage Products Marketed by 20 Large Global Companies Operating in India" (Access to Nutrition Initiative and The George Institute, November 2023), <https://accesstonutrition.org/app/uploads/2023/11/ATNI-TGI-India-Product-Profile-2023.pdf>.

⁴² Dunford.

⁴³ Dunford, "Report on the Comparative Nutritional Profile of 1,901 Food and Beverage Products Marketed by 20 Large Global Companies Operating in India."Dunford.

⁴⁴ Dunford, "Report on the Comparative Nutritional Profile of 1,901 Food and Beverage Products Marketed by 20 Large Global Companies Operating in India."Dunford.

⁴⁵ Dunford, "Report on the Comparative Nutritional Profile of 1,901 Food and Beverage Products Marketed by 20 Large Global Companies Operating in India."Dunford.