



BRANDMANTRA

EXISTS TO RESTORE FOCUS ON PEOPLE NOT PAIN.



BRAND IMPACT

Crocin is India's leading analgesic brand in the non-prescription analgesics category with a wide range of variants in both solid and liquid formats. The brand was voted among the 'Top 100 Most Trusted Brands' in India as per the

Economic Times Brand Equity Survey 2014. More than 2 million tablets of Crocin are sold each day in India, i.e. nearly 20 tablets every second. Internationally, Crocin is marketed as Panadol and sells in more than 80 countries. In

its more than four decades of existence, Crocin has continuously re-invented itself as per the changing needs of the consumer. Be it pain, cold or a headache, today every Indian has a Crocin to fall back upon.



BRAND COMMUNICATION

After the acquisition of Crocin in 1996, GSK positioned the brand on gentle on the stomach plank. With time, it developed 'slice of life' advertising showing real people in real situations for real reasons reaching out for a Crocin. Crocin is also one of the very few non-prescription analgesic brands which has successfully extended into headache and cold segments with Crocin Pain Relief and Crocin Cold and Flu respectively. The latest innovation from Crocin has been the launch of Crocin Advance. Its communication focuses on its unique proposition of being the 'Best Ever Crocin' formulation, which starts releasing its medicine in as little as 5 minutes while being

available at the same price as standard paracetamol. Also Crocin Cold & Flu Max formulation has been launched recently which gives multi-symptom relief to restore focus with brand ambassador as 5 time World Chess Champion Viswanathan Anand. Crocin as a brand believes in innovation and forward thinking not just in its products but also in the communication media it uses. Today Crocin is actively creating conversations with consumers across points of intervention. Crocin launched its new website with a magazine style layout that simplifies the process of accessing rich information through a well-defined consumer journey from problem to solution. Its dedicated

YouTube channel captures the brand's communication over the years. Crocin also launched its Facebook page with the Chess challenge during the World Chess championship last year and garnered over 1 lakh fan following and 80% engagement levels within a month of launch. Crocin has not stopped since, the latest addition to the array of engagement is 'Crocin for Change', an initiative on the facebook page that urges people to donate just 5 minutes to help spread awareness on common monsoon ailments. This is what makes Crocin a brand that truly cares for you and your loved ones.

BRAND BOARD

HERITAGE

Crocin, a 40 year old brand in India was earlier promoted only to doctors. With the equity garnered over decades GlaxoSmithKline has extended its presence to the non-prescription consumer healthcare segment.

PROMISE

Crocin's promise has been to deliver fast and effective relief while being gentle on stomach.

VALUES

For decades, Crocin has been more than just a pain reliever. It is a time-tested friend that has always helped bring comfort and soothe life's physical aches to help re-engage in the moments that matter.

TURNOVER

The brand's total turnover accounts to about Rs. 160 Crs. (A.C.Nielsen Retail Audit, & Internal Data).



Crocin range includes products of various strengths which give relief in common ailments; be it products specially developed for children as well as that for cold and flu.

Crocin Advance is India's first paracetamol tablet with Optizorb technology which starts releasing its medicine in as little as 5 minutes and gets absorbed 25% faster than standard paracetamol. The pain reliever in Crocin Advance is often recommended as first line therapy for pain relief by Osteoarthritis and back specialists. It is even suitable for people with CVD/Heart conditions, high blood pressure, sensitive stomach and for diabetics and elderly.

Crocin 650 tablets have 30% extra strength of paracetamol (650mg) as compared to regular paracetamol (500mg).

Crocin Pain Relief provides symptomatic relief from mild to moderate pain e.g. from headache, migraine, toothache, period pain and musculoskeletal pain. Its formula contains clinically proven ingredients paracetamol and caffeine that act at the center of pain.

Crocin Cold & Flu Max helps relieve cold and flu symptoms such as headache, fever, body aches and pains, sore throat, pain associated with sinusitis, nasal and sinus congestion with its non-drowsy formulation.

Crocin's Paediatric Range includes suspensions for children from 2 months to 12 years of age. All products in this range come with a dosing device to help parents give their child the accurate therapeutic dose.



BRAND FUTURE

While Crocin is one of the most trusted brands in the country, it looks forward to upgrade more and more standard paracetamol (500mg) users to Crocin Advance in the coming times. Also,

now that Crocin Advance is available at parity price to any standard paracetamol tablet, the brand wants to bolster its connect with the rural audience. The brand will continue to strengthen

its association with the consumer through innovative digital activations.



For further details, visit us on our website (www.crocin.com) or facebook page.