



PROJECT BRIEF

Company Confidential

Project Brief Name – Himalaya Sheet Mask Himalaya Clear Complexion Brightening Sheet Masks Youth Eternity Nourishing Sheet Masks Fresh Start Oil Clear Strawberry Sheet Masks Fresh Start Oil Clear Blueberry Sheet Masks	Project Number – IN-100000896 IN-100000865 IN-100000894 IN-100000895	Date – 26- 12 -2018 Brief Edited on 25 th Sep 2020
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Sections to be filled by marketing Section 1-6	Sections to be filled by R&D Section 7-9	Signature of CXOs Section 10
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Section 1: Business Objective (To be filled by Marketing)

Himalaya is the leading company in Face Cleanser Category. With more than 25% share in Face Wash, Face Pack/Mask & Face Scrubs, Himalaya has become a strong brand across cleansing segments. Being leaders, our objective is to drive growth by exploiting potential opportunities in Face Care Category.

Research studies reveal that consumers look for more convenient format for deep cleansing in India. Inconvenient product usage is a big barrier for existing product formats like Peel-Off Mask. Evolved Face Care markets outside India have moved to Sheet Mask format for face deep cleansing. Sheet Mask is leading growth for mask segment across markets. As Indian consumers evolve to higher face cleansing needs, the role of sheet mask will gain higher preference.

Himalaya being a leader in the Face Cleansing category, should leverage the opportunity in this upcoming product segment and launch Sheet Masks with relevant benefits in the Indian market.

Section 2: Idea Proposal (To be filled by Marketing)

Launch Himalaya Sheet Mask in 4 variants

Himalaya Clear Complexion Brightening Sheet Masks
Himalaya Youth Eternity Nourishing Sheet Masks
Himalaya Fresh Start Oil Clear Strawberry Sheet Masks
Himalaya Fresh Start Oil Clear Blueberry Sheet Masks

Section 3: Industry Analysis (To be filled by Marketing)**Market:**

The sheet mask category in India is in evolution stage. The market is filled with a lot of international brands and very less Indian brands. A variety of sheet masks are sold through top end cosmetic stores like Health & Glow and E-Commerce channels. The category is ingredient based where some benefits are common across ingredients. Some of the top brands in this segment are The Face Shop and Innisfree.

Consumer needs and insight analysis:

Consumers today have a lifestyle that is hectic and find that they are unable to give a lot of time for taking care of their face. Sheet Mask is an effective product that offers convenience and functionality as it offers the skin benefits of a format like face pack, in easy to use manner.



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Research studies reveal that consumers look for more convenient format for deep cleansing in India. Inconvenient product usage is a big barrier for existing product formats.

Target Consumer:

Women between 18-25 years of age, living in metro city and belongs to a higher SEC household. She is an evolved face care consumer and sometimes needs products that are less time consuming but give intense nourishment.

Unmet need:

The market today has multiple international brands. Consumer is looking for a convenient and effective product with assurance from an established brand in this segment.

Section 4: Portfolio Review (To be filled by Marketing)**Strategic Type and Assumptions Et Strategic Fit:**

Himalaya is a leader in the Face Care category. The objective is to extend its leadership in other face cleansing category / formats. Sheet mask will help us gain a foothold in the emerging format that has the potential to become a popular face cleansing format in the near future.

Financial Opportunity/ Potential:

Estimated opportunity for Sheet Masks is Rs.3Cr by Year 1 for the launch of below 4 variants.

Other information:

Proposed name/s of product(and variant, if any)	Himalaya Clear Complexion Brightening Sheet Masks Himalaya Youth Eternity Nourishing Sheet Masks Himalaya Fresh Start Oil Clear Strawberry Sheet Masks Himalaya Fresh Start Oil Clear Blueberry Sheet Masks Confirmed Brand Names are: Himalaya Fresh Start Oil Clear Strawberry Face Sheet Mask Himalaya Fresh Start Oil Clear Blueberry Face Sheet Mask Himalaya Clear Complexion Brightening Mulethi Face Sheet Mask Himalaya Youth Eternity Face Sheet Mask
Proposed launch date	Starting Sep-2019 PMD Comments: May 2021



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Proposed MRP(for each SKU) & Launch Qty – Qtr / Annual Qty / 3yrs Qty

Name	SKU	MRP	Launch Qty (Qtr)	Year 1 Qty	Year 3 Qty
Himalaya Clear Complexion Brightening Sheet Masks	1 sheet	75	50000	125000	200000
Himalaya Youth Eternity Nourishing Sheet Masks	1 sheet	100	25000	75000	175000
Himalaya Fresh Start Oil Clear Strawberry Sheet Masks	1 sheet	75	50000	125000	200000
Himalaya Fresh Start Oil Clear Blueberry Sheet Masks	1 sheet	75	50000	125000	200000

PMD Comments: Rs.65/- for Clear Complexion, Strawberry & Blueberry Variant and Rs.75/- for Youth Eternity Variant

Expected features and benefits of the product (To be filled by marketing):

Features	Benefits
Clear Complexion Brightening Sheet Masks	White Lily and Licorice gives the skin a clear, radiant and even by regulating melanin synthesis
Youth Eternity Nourishing Sheet Masks	Smoothens fine lines and firms skin. Improves Skin Cell Matrix to fight signs of aging
Fresh Start Oil Clear Strawberry Sheet Masks	Nourishing sheet Masks provides oil-free freshness keeping face soft, healthy and fresh
Fresh Start Oil Clear Blueberry Sheet Masks	

PMD Comments: Kindly refer claims grid for Benefits**Clear Complexion Brightening Sheet Masks does not contain White Lily as per kick off meeting**



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Section 5: Formulation Profile (To be filled by marketing) -

Concept note attached (template in Appendix 3 or 4): Yes/No

Desired Ingredients	Indication or Conditions	Dosage Form (tablets, liquids, gels, Ointments etc.)	Claims (Must have claims)	Benchmark products	Desired product characteristics (Shelf life, free from, shape, color, perfume, viscosity, etc.)
Youth Eternity-Edelweiss	Printed flowers on sheet	R&D to suggest	Smoothens fine lines to fight aging	DearPacker	<ul style="list-style-type: none"> • 3 years shelf life • Dermatologically tested • No parabens • No artificial colour
Clear Complexion Brightening- White lily/White dammer & Licorice	Printed Licorice	R&D to suggest	Brightens skin and helps with even skin tone	The Face shop	<ul style="list-style-type: none"> • 3 years shelf life • Dermatologically tested • No parabens • No artificial colour
Fresh Start Oil Clear Strawberry Sheet Masks- Strawberry	Printed Strawberry	R&D to suggest	Nourishing sheet Masks provides oil-free freshness keeping face soft, healthy and fresh	The Face shop	<ul style="list-style-type: none"> • 3 years shelf life • Dermatologically tested • No parabens • No artificial colour
Fresh Start Oil Clear Blueberry Sheet Masks- Blueberry	Printed Blueberry	R&D to suggest	Nourishing sheet Masks provides oil-free freshness keeping face soft, healthy and fresh	The Face shop	<ul style="list-style-type: none"> • 3 years shelf life • Dermatologically tested • No parabens • No artificial colour

PMD Comments: Marketing has suggested Garnier as benchmarking product

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Reference images:

PMD Comments: It is plain sheet without any image on pack as per kick off meeting

Section 6: Packaging Profile (To be filled by marketing)

Benchmark samples	Primary Packaging	Secondary Packaging	Intermediate Packaging	
	The Face Shop brand	Display Carton		
Expected packaging material	Primary	Secondary	Intermediate	Tertiary
	The Face Shop brand	Shipper		
Please specify for packaging materials				
If new moulds, please specify Packaging Components				
Product formulation	Existing <input type="checkbox"/>		New <input checked="" type="checkbox"/>	
Sample pack required	Yes <input type="checkbox"/>		No <input type="checkbox"/>	
If yes, please list/provide benchmark samples	Size of sample pack of 10s			




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No. of mock-ups required during project	10 units each	
No. of dummy samples required/component for presentations during launch		
Reason for Revision(if any)		

Brand Manager	Marketing Manager	GM - Marketing 
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Date and Signature (Business Director):





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Section 7: R&D Assessment(To be filled by Project Management Department)

Technical feasibility and readiness (Formulation)	Feasible
Technical feasibility and readiness (Packaging)	Feasible
Anchor Hub	India
Participating Markets	Not Applicable
Strategic type (innovation, sustain, renovation)	Innovation
Budget needed	Rs.10,00,000/- (4 variants)
Budget approved	Rs.10,00,000/- (4 variants)
Financials (NPV)	Rs.4,00,000/- (4 variants)

Section 8: Time (R&D) (To be filled by Project Management Department)

Formulation Approval Date	Packaging Approval Date	License Application date	Artwork Finalization Date	Clinical Completion Date (if any)	Tech. Transfer Date	Product launch date
March 2020	Primary & Sec: December 2020	October 2020	January 2021	November 2021	January 2021	May 2021



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Section 9: Project Brief Team

The following individuals comprise the core Project Team. They are responsible for analysis and creation of the Project components and driving the project towards completion on time, profile and cost.

Department Head / Designee	Name	Sign & Date
Discovery Sciences Group	Dr. Rafiq	15/12/20
Phytochemistry	Dr. M. Vijayarani	15/12/20
Toxicology	Dr. Gopu Medharani S.	15/12/2020
Microbiology	S.K. Veni Gopal	15/12/2020
Analytical Development	Dr R. Sundaram	16/12/2020
Formulation and Development	Raviraja U.B. Dr. Hema Sharma Butto	21/12/2020
Packaging	Vishwadeep Anjan Deep	17/12/2020 Anjan Deep
Clinical Pharmacology	Dr. Swathi Dr R Sundaram	17/12/2020 16/12/2020
R&D QA		
IRA	Not Applicable	
DRA	Dr. Gumpasad	18/12/2020
Production	Gumpasad L	21/12/2020
Supply chain management	Ashok Kumar K	21/12/2020
Project Management	DR. ARCHANA R.M. Ashwini J.	21/12/2020 15/12/2020