PROJECT BRIEF: NEW PRODUCTS & LINE EXTENSIONS			
Project name :		Date :	
Hub: India	Division: Consumer Care	Category: Face Care	Initiated By: Kiran Kumar	Initiated Date: 12/04/2022

1. Business Objective

HGML Remarks	
PMD Remarks	

2. Product Positioning :

2a.Target Consumer	
2b. Competitive Offerings :	
2c. Unmet Need:	

2d. Himalaya positioning with product features and benefits:

Product	Expected Features	Expected Benefits
2e.HGML Remarks		
2f.PMD Remarks		

3. Product Profile

3a. Formulation Profile:

Product	Desired Ingredients	Indication / Conditions	Must have claims	Nice to have claims	Dosage Form	Benchmark Products	Desired Product Characteristics	Benchmark Product Image
3b.HGML Remarks								
3c.PMD Remarks								

3d. Packaging Profile:

Product	SKU	Primary Packaging	Secondary Packaging	Tertiary Packaging	Benchmark Products	Desired Packaging Characteristics	Others (If any)	Mould	Images Upload
3e.HGML Remarks									
3f.HGML Remarks									

4. Business Information

INDIA Business Information

Product	SKU	Proposed Name's	Proposed launch date	Proposed SP	Proposed TP	Proposed MRP	Expected GP	Business Value(Y2*PSP)	M1	M2	M3	Y1	Y2	Y3	UOM

RUMEA Business Information

Product	SKU	Proposed Name's	Proposed launch date	Proposed SP	Proposed TP	Proposed MRP	Expected GP	Business Value(Y2*PSP)	M1	M2	M3	Y1	Y2	Y3	UOM

EU Business Information

Product	SKU	Proposed Name's	Proposed launch date	Proposed SP	Proposed TP	Proposed MRP	Expected GP	Business Value(Y2*PSP)	M1	M2	M3	Y1	Y2	Y3	UOM

APAC Business Information

Product	SKU	Proposed Name's	Proposed launch date	Proposed SP	Proposed TP	Proposed MRP	Expected GP	Business Value(Y2*PSP)	M1	M2	M3	Y1	Y2	Y3	UOM

HUSA Business Information

Product	SKU	Proposed Name's	Proposed launch date	Proposed SP	Proposed TP	Proposed MRP	Expected GP	Business Value(Y2*PSP)	M1	M2	M3	Y1	Y2	Y3	UOM

HGML Remarks	
PMD Remarks	

HGML Data

Product Name	Participating Markets	Project Priority	Remarks

HGML Data

Product Name	Project Categorization	Complexity to be Assigned	R&D Name	Remarks	Project lead	Target 1st Prototype submission date	Target TTD completion date	Target production date	Major Risk if any