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| Name: PROJECT BRIEF | | Product: Pollution Protect Charcoal |
| | | Face Care Range |
| Date: | 21/11/19 | |

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. Being leaders, our objective is to drive brand growth by leveraging potential opportunities in Face Care Category.

Air pollution is a big problem in India because of relentless urban development and traffic congestion. Pollution contains free radicals and other aggressors that can penetrate deep into the skin's layers and cause long-term damage of skin cells from the inside. On the outside, this damage can manifest itself through increasing skin sensitivity, dryness, dark spots, dullness, and roughness and even premature aging. This is especially problematic in cities.

Globally and in India Face care brands like Garnier, Loreal, Ponds, Simple have launched exclusive pollution defence range of Face care product ranges that protect the skin against harmful effects of Pollution.

Charcoal is considered as an excellent superabsorbent and is one of the most potent ingredients regarded in the pollution control range as it is known to efficiently draw out and absorb micro pollutants on the superficial level and deepest of pores. Green Tea is also one of the renowned ingredients known for its detoxing properties.

Himalaya being a leader in the Face Cleansing category, should leverage the opportunity in this upcoming product segment and launch Pollution Protect Skin Care Range with relevant benefits in the Indian market.

2. Product positioning (To be filled by marketing)

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| Target Consumer: |
| College going/ Working women between 21-30 years of age, living in metro city and belongs to a higher SEC household. |
| Competitive offerings: |
| Ponds Pure – Charcoal Face Wash Garnier Skin Active Charcoal Range |

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Unmet need:

Our Target consumer resides in metro city and has an active life style which involves daily traveling and frequent exposure to polluted air. As a result, it takes toll on her skin and leads to skin problems like dull skin, skin breakouts etc. She is currently seeking for products that will help her to clear/remove settled pollution from her skin to protecting it from various skin problems

Himalaya positioning with product features and benefits

Himalaya Pollution Protect Charcoal Face Wash
Himalaya Pollution Protect Charcoal Face Scrub
Himalaya Pollution Protect Charcoal Face Pack
Himalaya Pollution Protect Charcoal Facial Wipes
Himalaya Pollution Protect Charcoal Facial Sheet Mask

| Expected Features | Expected Benefits |
|---|---|
| Himalaya Pollution Protect Charcoal Face Wash <ul style="list-style-type: none"> - Gel Consistency - Slate Grey in Colour [palatable for beauty; black not ok] | Himalaya Pollution Protect Charcoal Face wash with the power of activated charcoal and green tea clears/removes pollution impurities from skin protecting it from various skin problems and skin damage Post usage, skin feels clean, detoxed and fresh |
| Himalaya Pollution Protect Charcoal Face Scrub <ul style="list-style-type: none"> - Visible Charcoal beads in white cream base | Loaded with the benefit of activated charcoal, Himalaya Pollution protect charcoal face scrub helps exfoliates dust and pollution particulate from skin Pores thus unclogging pores and providing healthy clear skin |
| Himalaya Pollution Protect Charcoal Face Pack <ul style="list-style-type: none"> - Grey in colour - Clay based | Loaded with the benefit of activated charcoal, Himalaya Pollution protect charcoal face pack helps to detoxify skin by absorbing pollution impurities / dirt and grime from deep skin, thus providing a healthy clear skin |
| Himalaya Pollution Protect Charcoal Face Wipes <ul style="list-style-type: none"> - Grey Color - Embossed texture preferable | Himalaya Pollution protect charcoal face wipes helps to deep cleanse skin on the go, by removing dirt and pollutants thus detoxifying skin. |

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| Himalaya Pollution Protect Charcoal Face Sheet Mask - Grey Color | Himalaya Pollution protect charcoal face Sheet Mask hydrating the skin and undo the damage caused by pollution. It keeps skin pure and healthy. Green tea, being the powerful antioxidant, detoxifying skin of harmful pollutants |
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3. Product profile (To be filled by marketing)

4.

| A. Formulation Profile | | | | | |
|---|--------------------------|---|------------------------|---|--|
| Desired Ingredients | Indication or Conditions | Desired claims | Dosage Form | Benchmark products | Desired product characteristics (Shelf life, free from, shape, color, perfume, viscosity, etc.) |
| Himalaya Pollution Protect Charcoal Face Wash – Charcoal and Green Tea | | <ul style="list-style-type: none"> prevents damage to skin that may be caused by pollutants like dust, smoke, ash etc. makes skin clean, detoxed and fresh. Quantify the "detoxification action" in time e.g. "detoxifies in xx seconds" | To be suggested by R&D | Ponds Pure White Anti-Pollution Face Wash | <ul style="list-style-type: none"> 3 years shelf life Gel based Dermatologically Tested Mild fragrance No parabens No artificial colour No Sulphate No Alcohol |
| Himalaya Pollution Protect Charcoal Face Scrub – Charcoal and Green Tea | | Loaded with the benefit of activated charcoal, Himalaya Pollution protect charcoal face scrub helps exfoliates dust and micro pollution particulate from smallest of skin Pores thus unclogging pores and providing healthy clear skin | To be suggested by R&D | Dubai Charcoal Scrub is fine | <ul style="list-style-type: none"> 3 years shelf life Dermatologically tested No parabens No artificial colour No Sulphate No Alcohol |

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| Himalaya Pollution Protect Charcoal Face Pack – Charcoal and Green Tea | | Loaded with the benefit of activated charcoal, Himalaya Pollution protect charcoal face pack helps to detoxify skin by pulling out the deepest of skin toxins and dirt from the smallest of pores, thus providing a healthy, clear glowing skin | To be suggested by R&D | Garnier Skin Active Clean + Pore Purifying 2in 1 Clay Mask | <ul style="list-style-type: none"> • 3 years shelf life • Dermatologically tested • No parabens • No artificial colour • No Sulphate • No Alcohol |
| Himalaya Pollution Protect Charcoal Facial Wipes – Charcoal and Green Tea | | Loaded with the benefit of activated charcoal, Himalaya Pollution protect charcoal face wipes helps to deeply cleanse skin by removing dirt and pollutants thus detoxifying and purifying skin | To be suggested by R&D | Garnier Skin Active Clean + Pore Purifying Oil Free Cleansing Towlettes | <ul style="list-style-type: none"> • 3 years shelf life • Dermatologically tested • No parabens • No artificial colour • No Sulphate • No Alcohol |
| Himalaya Pollution Protect Charcoal Facial Sheet Mask – Charcoal and Green Tea | | Himalaya Pollution protect charcoal face Sheet Mask helps to minimise the drying effect caused by pollution by super hydrating the skin and keeping it pure and healthy. Green tea, being the powerful antioxidant, helps in reversing damage caused by UV rays and detoxifying skin of harmful pollutants | To be suggested by R&D | Garnier Charcoal and Algae Hydrating Face Sheet Mask | <ul style="list-style-type: none"> • 3 years shelf life • Dermatologically tested • No parabens • No artificial colour • No Sulphate • No Alcohol |

| B. Packaging Profile | Primary Packaging | Secondary Packaging | Tertiary Packaging |
|-----------------------------|---|---------------------|--------------------|
| Benchmark samples | Existing (for all – Face wash, Pack, Scrub, Wipes, Sheet Masks) | | |
| Expected packaging material | Oval tubes | | |


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| Please specify (Off-shelf / New moulds) | | | Not Applicable |
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5. Other information (To be filled by marketing)

| Proposed name/s of product (and variants, if any) | Himalaya Pollution Protect Charcoal Face Wash Himalaya Pollution Protect Charcoal Face Scrub Himalaya Pollution Protect Charcoal Face Pack Himalaya Pollution Protect Charcoal Facial Wipes Himalaya Pollution Protect Charcoal Facial Sheet Masks | | | | |
|---|--|-----|------------|--------------|--------------|
| Proposed launch date | | | | | |
| Proposed MRP (for each SKU) – | | | | | |
| Product Name | SKU | MRP | Launch Qtr | 1st Year Qty | 3rd Year Qty |
| Charcoal Face Wash | 50ml | 75 | 300000 | 900000 | 1125000 |
| Charcoal Face Wash | 100ml | 140 | 200000 | 450000 | 562500 |
| Charcoal Face Pack | 50ml | 80 | 30,000 | 90,000 | 112500 |
| Charcoal Face Pack | 100ml | 150 | 20,000 | 60,000 | 75000 |
| Charcoal Face Scrub | 50ml | 80 | 30,000 | 90,000 | 112500 |
| Charcoal Face Scrub | 100ml | 150 | 20,000 | 60,000 | 75000 |
| Charcoal Face Wipes | 10s | 50 | 50,000 | 150,000 | 187500 |
| Charcoal Face Wipes | 25s | 110 | 25,000 | 75,000 | 112500 |
| Charcoal Sheet Masks | 1n | 60 | 40,000 | 120000 | 180000 |

Date and Signature – GM / Marketing manager:





Date and Signature – /Business Director: