IODEX

Iodex, a heritage brand in India since 1919, has been a trusted pain relief brand across Indian households for almost a century.

Initially, [Iodex Balm](http://www.iodex.co.in/products/balm.html) was a thick, black, iodine-based balm, in a sturdy glass bottle. It was the trusted ‘go-to’ solution for the entire family, whether the pain resulted from an injury, a sprain or a muscle-pull. Over time, Iodex Balm transformed from the thick, black balm to a green, non-greasy one. The glass bottle changed to a plastic one, with a contemporary pack design and graphics in 2006. In 2012, Iodex Balm repositioned itself as the ‘Multipurpose Pain Balm’ which gives effective relief from neck and shoulder pain, back pain, joint pain, sprains as well as other types of body pains. Iodex Balm has undergone yet another transition in 2015 with a dynamic new pack design .

CURRENT SCENERIO

WORKING INDIVIDUAL GETS RELAXED IN A SHORT SPAN OF TIME FROM PAINS LIKE :

SPRAIN

NECK PAIN

KNEE PAIN

BACK PAIN

MARKETING STRATEGY

TO INTRODUCE SACHETS THAT WILL HELP REACH IN CUSTOMERS WHO CANNOT REACH DUE TO HIGH PIRCES AS IT WILL BE FOR JUST RS. 1 OF 2 GMS. AND THIS WILL IMPROVE THE MARKET AS WELL AS THE SALE.