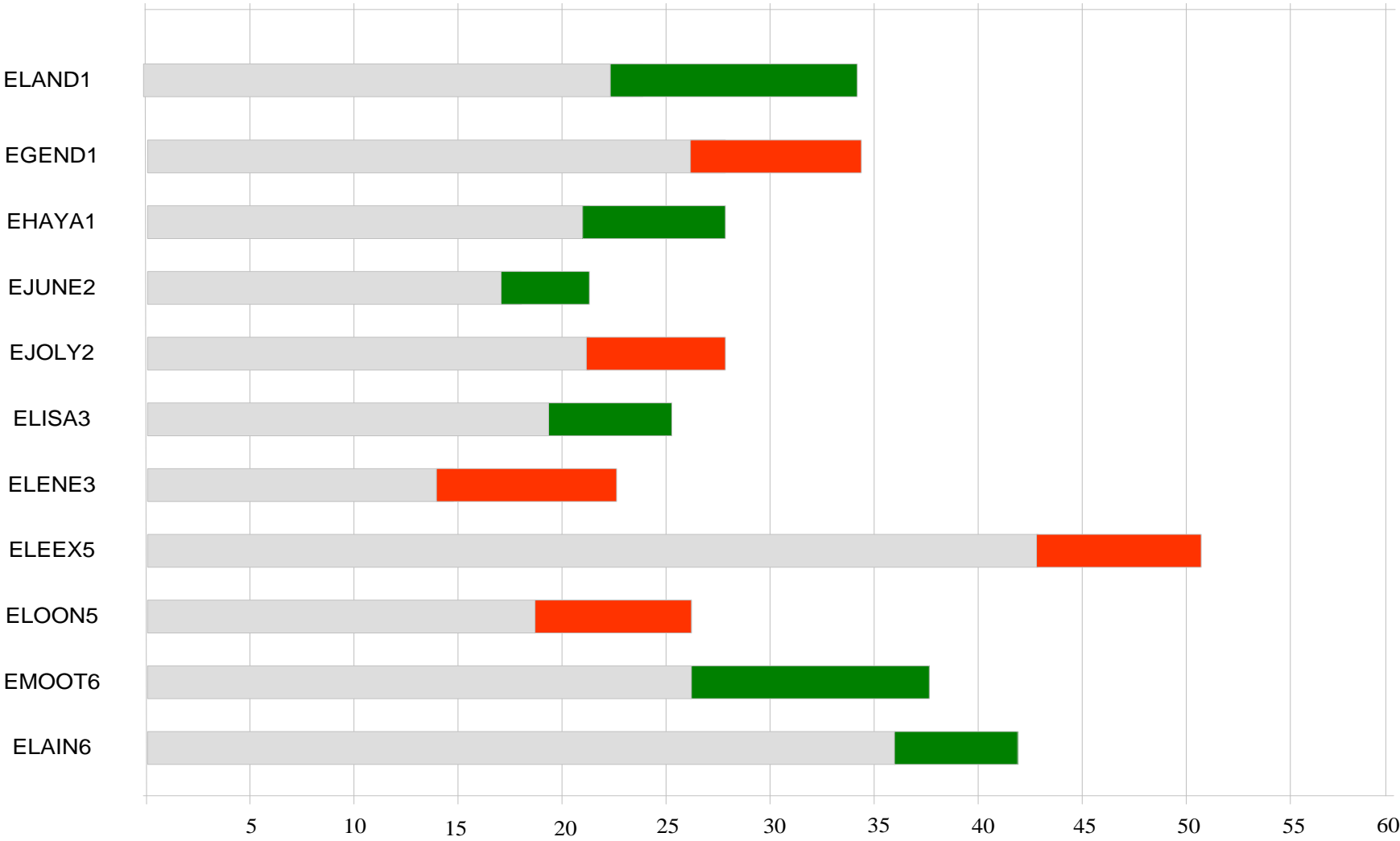


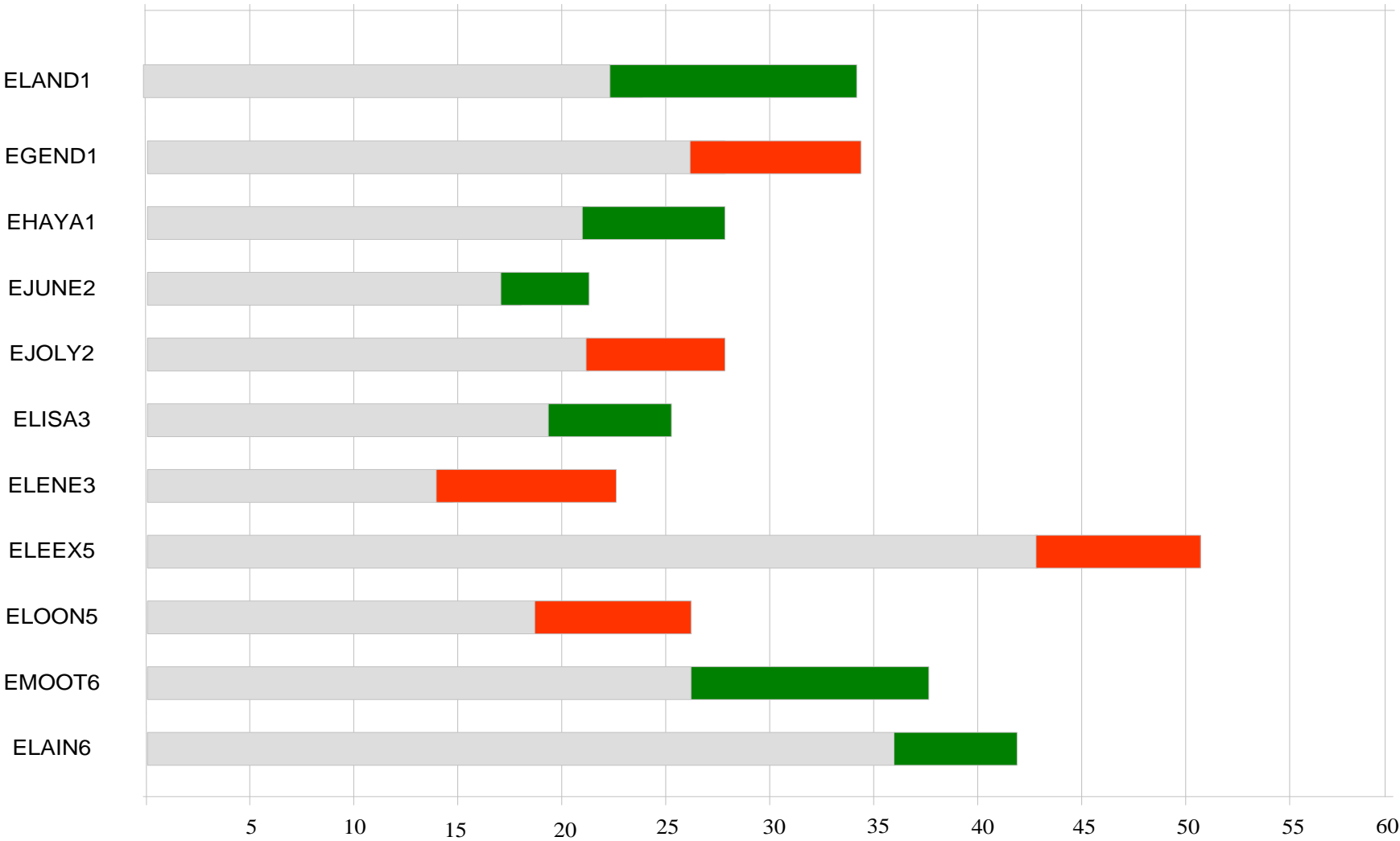
The bar charts show the levels of awareness for each brand in each market. The red section of the bar shows the drop in awareness over the last two periods; hence, the grey section is the level of awareness in the last period. The green section of the bar shows the increase in awareness over the last two periods; hence, the grey section plus the green section is the level of awareness in the last period. Moving the cursor on the bar segments gives the exact values.

Awareness – Elecssories

Rural



Urban



- Performance Highlights
- Market Shares
- Sales
- Segment Leadership
- Cross-Segment Sales Volumes
- Product Portfolio
- eMail Prices and Promotion Intensity
- Financial Results
- Elecssories Situation Reports
- HealthBeauties Situation Reports
- Key Performance Indicators
- Awareness
 - Elecssories
 - HealthBeauties
- Brand Perceptions
- Retailer Perceptions
- Market Shares by Consumer Segment
- Sales by Consumer Segment
- Market Shares by Shopper Segment
- Sales by Shopper Segment
- Sales by Channel
- B&M Retail Prices
- Promotion Intensity
- Supplier Intelligence
- Retailer Intelligence
- Forecasts