



THE HOLY TRINITY

## GLOBAL CHALLENGE 2022

Entrepreneurs with Purpose

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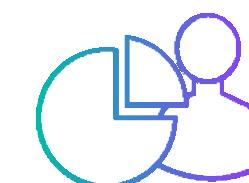
Vipin



# Every age group faces unique problems on sexual wellness



## Research and Insights



## Primary Research

### Teens 15-19 years

- Awareness** - Very low on both sex education and condom use
- Purchase** - Ashamed to buy condoms, retailers also show hesitation
- No support system, faulty information sources** - No talk on sex education from parents and in schools is only namesake; resort to either friend who are themselves unaware or to pornographic websites that give out very wrong messages on sex
- Content consumption** -

### College-goers 20-24 years

- Awareness** - Moderate on both sex and condom use
- Experimenters** - Tries out varieties in condoms, focus on experience from condom
- Issues** - Exploration in a negative connotation, pretentious, non-acceptance to unawareness, indulgence in unsafe sex
- Content consumption** -

### First Jobbers 25-28 years

- Awareness** - High on both sex and condom use
- Purchase power** - high; prefers quality and branded products
- Loyalists** - Have developed a liking for specific brands and varieties of condoms
- Issues** - Want a non-judgemental and discrete buying place (e.g. D2C)
- Content consumption** -

### Early Marriage 29-34 years

- Awareness** - High on both sex and condom use
- Purchase power** - high; prefers quality and branded products
- Focus on pleasure**-driven condoms; mainly used to avoid unexpected pregnancies
- Issues** - Perceived as trust issue if condom use is encouraged within marriage
- Content consumption** -

### Settled 35-49 years

- Awareness** - High on sex; low on condom use
- Purchase power** - high; prefers quality and branded products
- No privacy, tired from work** - reasons for highly skewed unplanned sex
- Issues** - Why use condoms after sterilization - commonly asked; women very hesitant to buy from stores
- Content consumption** -

## Secondary Research

### LIVE SCIENCE

**Pornography** was mentioned the most "helpful" source of information for **18 to 24 year-olds**

**78%** men between **20-24** years of age did not use contraceptive with their last partner



82% men were aware that consistent use of condoms can **reduce** the chance of getting HIV/AIDS, but **only 1 in 10** use condom

**1 in 5**

women buy condoms,  
**65%** have never bought condoms



**Delayed ejaculation** is a major **benefit** associated with condom use besides the usual ones



**2.5 million+** LGBTQ+ community in India has **7% HIV positivity rate**



CAGR for condom market is **only 2%**, and *India has 3rd highest cases of HIV*



**Ban on condom TVC from 6 am to 10 pm** - counterproductive and enhances the label on sex education as **taboo**

## Key Insights

### Teens (15-19 years)

Low on awareness and **curious** about the physical and hormonal changes during adolescence, **lack proper guidance**

### College-goers (20-24 years)

**Unreal sex expectations** are fed to college-goers through **PORNOGRAPHY** with highlights being, **unprotected sex labelled as COOL**



### First Jobbers (25-28 years)

**Content consumption pattern shifts** from social media and freemium models to **OTT Platforms**

### Early Marriage (29-34 years)

Higher frequency of sex and higher emphasis on **pleasure** with **non-condom usage labelled as TRUST**, an important factor in marriage



### Settled (35-49 years)

**Unplanned sex because of no privacy** and exhausting work schedule, sterilization used to prevent pregnancy

## Women

## LGBTQ+

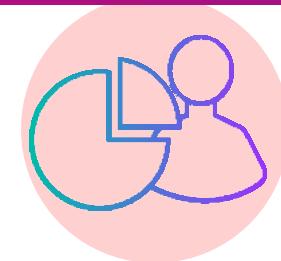
Purchase frequency still low; need for activating action through message of shared responsibility

None of the brands have LGBTQ+ community as integral part of their advertisements, limited talks on sexual wellness

# Catering the needs and discovering potential of an untapped group



## Segmentation and Gap Analysis



**Common in all segments and needs focus**

### Women

- Believes it is her equal responsibility to have safe sex
- Has a mental barrier of being judged during purchase

### LGBTQ+

- Confused/unclear about condom use as all ads **portray heterosexuals**
- Started feeling positive from a few brand's social media **campaigns** on the **LGBTQ+ community**
- Needs reliable **sexual wellness** source

## Segmentation

### Unaware

- NO prior sexual knowledge
- Not aware of which condom to use, how to use
- Gets information from unreliable sources

#### Goals:

- Safe sex
- Stress-free sexual experience

#### Challenges:

- Nervousness from unreal expectation
- No support system to discuss issues

### Hesitant

- Understands sexual health and wellness
- May or may not understand the benefits of condoms
- Purchase phobia, a mental barrier to being judged

#### Goals:

- Stress-free purchase experience
- Pleasure is an important factor

#### Challenges:

- Asking at the reception, or finding in supermarkets (placed in corners)
- Judged by retailer or other customers

### Experimenters

- Fairly educated on sexual health and condom benefits
- Want to try new experiences through new condom varieties

#### Goals:

- Safe sex but no compromise in pleasure

#### Challenges:

- Convincing partner to use condom consistently
- Trust issues in recently married couples if condom use insisted

### Substitute users

- Already uses other forms of contraception (**female sterilization**)
- Does not understand the benefits of condoms beyond pregnancy prevention
- Perceives condom as a barrier to pleasurable sexual experience

#### Goals:

- Maintain one's health and sexual hygiene

#### Challenges:

- Side effects on women, as it dominantly includes female sterilization and pills
- Trust issues if condom use is insisted on even after sterilization

### Primary Focus

**Substitute Users**  
Age 35+ and why condoms are needed even after sterilization

### Secondary Focus

### Hesitant

Focus only on making condoms available through D2C channel or other online channel

### Future Customers

#### Unaware

Focus on brand connection through sexual wellness education rather than selling

## The Inclusion Angle

### Targeting

## Current State

### Facts

I am not aware what is safe sex

### Problems

I was made fun of by my friends for asking a question on condom

### Impact

I resort to pornographic website for info

### Root cause

I am hesitant to talk about sex to an adult

### Emotion

I feel nervous and helpless

### Future stage

Knowledge on sex education and condom use

### Recommendation

Durex led campaign on encouraging parents to educate their children on safe sex

I already use X method, why do I need to use condom?

My partner and I have occasionally experienced infections in reproductive area

Heavy medical bills

Partner and I do not like the barrier by condom, plus we are not likely to get pregnant

Frustration from medicines and delay in sex

Control over sexual activity; intimate hygiene maintainance

Durex should lead the campaign which talks about sexual wellness in adults above 35+ years of age

I belong to the LGBTQ+ community

I do not know which condom is best for me, I have no one to discuss this with

I cannot indulge in sexual activity stress-free

No prominent talk on LGBTQ+ sexual wellness in India

Feeling of helplessness

Confidence and knowledge on the subject to help my community members

Durex should make inclusivity their objective while advertising the brand

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# Durex is INCLUSIVE, EDUCATIVE and sticks to being BOLD, OPEN, WITTY



## Our Big Idea



We will follow a 50-50 content framework

- 50% brand-related promotion through Inclusive - Durex for all
- 50% non-brand related sponsorships through Sex-education talks

## Evolution of condom ads

### An Indian context

Evolution is based on socio-economic growth of nation

Prevention of pregnancy / Family planning era

Prevention of STDs / STIs; Risk of HIV era

Era of focus on pleasure; continuous innovation to cater to consumers needs

### Our Recommendation

Focus on social responsibility; education, inclusiveness

We believe that dislike of barriers is still a big concern in condom adoption, and that brands should focus a part of their campaign on pleasure. However, we also believe that for people to connect with the brand, its image as a socially responsible brand while still retaining its wittiness can be positive.

Marketing Campaign Idea			
<b>INCLUSIVE - DUREX FOR ALL</b>			
<b>In line with Reckitt's Operating Model BE BOLD AND OPEN</b>			
<b>35+ year olds</b> <ul style="list-style-type: none"> <li>Advertisement</li> <li>Benefits of condoms beyond birth control</li> <li>How it can reduce the feeling of irritation or infection after sex</li> </ul> <li>Advertisement</li> <li>Make an integral part of Durex product specific advertisements</li> <li>Encourage talks on sexual health of this community</li> <li>Advertisement</li> <li>Experimenters and Hesitants fall here</li> <li>Promote that it is equal responsibility by making women feel more comfortable while buying</li>	<b>Portfolio</b> <ul style="list-style-type: none"> <li>Premium Base and Premium condoms</li> <li>Lubricants - high problem after 35 years ~90% - <i>bundling with condom packets</i></li> </ul> <b>Portfolio</b> <ul style="list-style-type: none"> <li>Premium Base and Premium condoms</li> <li>Lubricants - as an experimental product</li> </ul> <b>Portfolio</b> <ul style="list-style-type: none"> <li>All ranges</li> <li>Lubricants - as an experimental product, increased pleasure</li> </ul>	<b>Channels</b> <ul style="list-style-type: none"> <li><b>Influencer marketing</b> - by relatable age group influencers like, couple travellers, etc.</li> </ul> <b>Brand awareness</b> - use traditional ways to educate	
	<b>Equal Share</b>	<b>Channels</b> <ul style="list-style-type: none"> <li><b>Influencer marketing</b> - by LGBTQ+ influencers, couples</li> </ul> <b>Podcasts</b> - edu-talks on sexual wellness	<b>Channels</b> <ul style="list-style-type: none"> <li><b>Influencer marketing</b> - by travel bloggers, couples, etc.</li> </ul> <b>Podcasts</b> - Talks on experience of condom purchase
		<b>Embedded marketing</b> - product placement in OTT series or the likes of it	<b>Embedded marketing</b> - product placement in OTT series or the likes of it
			<b>Would they rather accept that their children learn from wrong resources like porn sites and get affected mentally or they would like to create a safe space for their children's wellbeing?</b>
<b>Future scope - INTIMATE HYGIENE PRODUCTS</b>			
<ul style="list-style-type: none"> <li>STI rate can be reduced prominently by simple hygiene of intimate areas before and after sex</li> <li>Explore possibilities to introduce sexual hygiene care products like intimate wash</li> </ul>			
<b>Position it as a product for usage mainly before and after sex for STI prevention</b>			

## SEX-EDUCATION TALKS

### The Unaware Segment

#### Non-brand related sponsorships

- Online content consumption of children has highly increased
- High-time for parents to take responsibility to educate children

'The Birds and Bees Talk' by Durex is talking about adolescent sex education but it is still a one-way interaction.

We aim at placing Durex as a pioneering brand that encourages parents and their children to talk about sex education without hesitation.

**Would they rather accept that their children learn from wrong resources like porn sites and get affected mentally or they would like to create a safe space for their children's wellbeing?**

#### Influencer marketing -

- by youth icons in sports who are parents
- by mom influencers, local influencers

Encourage through exposure on traditional promotion channels

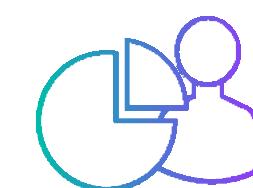
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# Establish as a pioneer brand that started sexual wellness talks where no one did



**Right to win**



**Industry first marketing initiatives**

- teen focused awareness campaign
- Dedicated and relevant loyalty program

## Distribution Channels

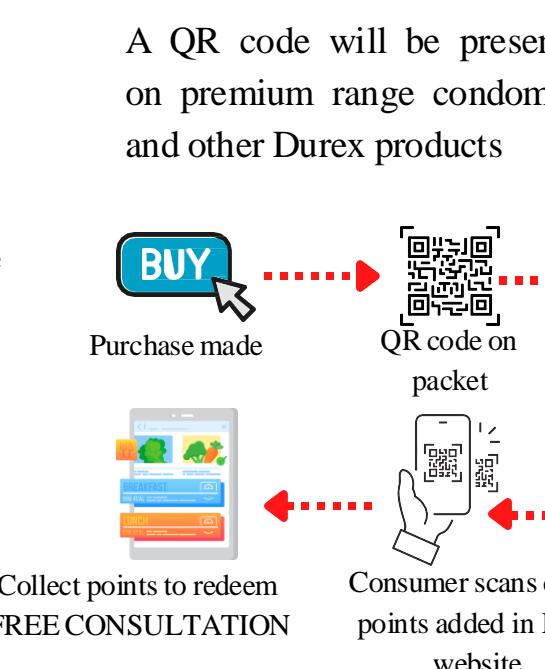
### D2C Channel

#### Loyalty Program

- Increases engagement
- Facilitates repurchase

A loyalty program where collected points can be redeemed to get

**FREE CONSULTATION  
WITH DUREX ASSURED  
SEXUAL WELLNESS  
DOCTORS**



### e-Commerce



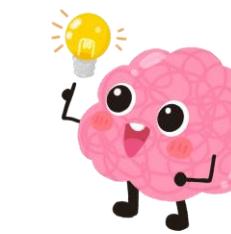
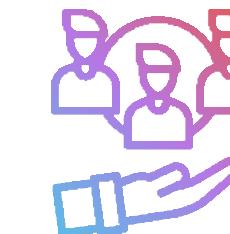
- Data-driven marketing and analytics from inventory management on different e-commerce websites
- Get first-hand data on purchase patterns, frequency of purchase, customer reviews, ratings, complaints to boost

### Traditional Retail channels



- Still accounts to 78% of condom trade
- Pricing barrier doesn't provide incentives to retailer to give prime locations in Point of Sale area
- However, an eye-level placement in stores suggested

## Reckitt's RIGHT TO WIN



### What's in it for Reckitt?

Currently limited;  
extend to a significant base in the 35+ age category

Building positive connect with brand amongst teenagers and creating a future base

The targeted segment and message will focus on other products like lubricants, thus adding to revenue

From the suggested campaigns, instill talks amongst people and increase brand recall

Achieve target of increasing market share by differentiating based on brand perception

### Brand Perception

#### Internal Factors enabling Reckitt to win

- Existing brand personality of Durex of being witty and premium connects well with the newer generation as well who will be future customers

### Marketing Expertise

- Existing social media presence and engagement expertise; prominent than competitors
- Marketing and analytics expertise can be enhanced from D2C and other online channels

### Distribution Network

- Reckitt's strength in its common distribution network which can allow Reckitt to market its condoms to different segment
- Existing D2C present good for older couples shy to go to chemist

**INCLUSIVE | INNOVATIVE | RESPONSIBLE**

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#### External Factors

- First to start an inclusive campaign for untapped segments in the market
- No one has catered to the 35+ year-old individuals and talked about sexual wellbeing even after sterilization

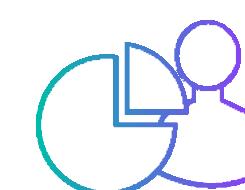
Sources : Channel distribution - <https://qz.com/india/2036699/how-manforce-became-the-most-selling-condom-in-sex-shy-india/#:~:text=In%20India%2C%20chemist%20shops%20are,makers%20to%20promote%20sexual%20wellbeing>

Incentive in retail store - <https://theprint.in/opinion/indiias-condom-market-must-look-beyond-flavours-and-textures-worlds-innovating/676902/>

# Market capture through marketing and distribution initiations is significant



## Roadmap and Financials



Improved penetration in **women** and **LGBTQ+** community through suggested campaigns has increased adoption rate of condoms from 5.6% to 10% nationally

## Size of the Prize: Market Volume and Value

Total population expected to use condom and associated Durex products  
*18-55 years of age*

**1400 mn**

<b>Women</b> 41%	<b>LGBTQ+</b> 17%	<b>Men</b> 42%
<b>344.4 mn</b>	<b>142.8 mn</b>	<b>352.8 mn</b>

**840 mn**

**Adoption rate**  
8%      10%      11%  
27.5mn    14.3mn    38.8mn

**80.6 mn**

**Loyalty Program**  
Acceptance Rate  
20%    20%    15%  
5.5mn   2.9mn   5.8mn

**14.19 mn**

**SOM @ 100% Penetration**



**4939 mn Revenue**

## Assumptions:

Average intimacy rate considered is 70 times per year with average spent of INR 50

## Financial Projections

Particulars	2021	2023	2024	2025	Remarks
Total Addressable Market	₹ 16,000.00	₹ 17,640.00	₹ 18,522.00	₹ 19,448.10	Condom market growing at 5% per annum
Penetration	5.60%	6.50%	8.00%	10.00%	Projected penetration
Reckitt Market Share (by)	13.80%	14.00%	17.00%	25.40%	
Total Revenue	₹ 2,469.60	₹ 3,148.74	₹ 4,939.20	₹ 4,939.20	Goal to be achieved
COGS (40% of revenue)	₹ -987.84	₹ -1,259.50	₹ -1,975.68	₹ -1,975.68	Industry standard
Advertising & Selling Expenses (Y-O-Y increase by)	₹ -123.48	₹ -157.44	₹ -246.96	₹ -246.96	Two major campaigns; omnichannel
Distribution Expenses (25% of revenue)	₹ -617.40	₹ -787.19	₹ -1,234.80	₹ -1,234.80	Expenses majorly in D2C & Retail
Other Operating Expenses	₹ -246.96	₹ -314.87	₹ -493.92	₹ -493.92	Other Opex
Operation Profit/(Loss) (in USD mn)	₹ 370.44	₹ 472.31	₹ 755.70	₹ 755.70	>50 crores EBIT in next 3 years
Operating Profit/(Loss) (%)	14.55%	15.00%	15.30%	15.30%	Average EBIT Margin is 15%

**Financial KPIs**



**EBIT margins**  
~15%



**Payback Period**  
~ 2years



**NPV**  
**INR 55.8 cr**



**IRR**  
43%

**Financials**



Microsoft Excel Worksheet

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Thank You

