

Protinex®

With a legacy of over 60 years, backed by the trust of doctors from all over India, Protinex is a brand that set out on a mission to bridge the protein gap in the country, and help Indian adults lead healthier, fitter and happier lives. This is the story of a brand that has travelled across the nation, making its way into thousands of Indian households, seamlessly becoming a part of their everyday lives. Over the years, Protinex has not only provided Indian adults with optimal nutrition, but also spread awareness about the one significant nutritional deficiency in India - protein deficiency. Today, Protinex stands proud, having carved a niche for itself as the No. 1* adult nutrition brand in India.

Market

A nation on the move and an emerging superpower, India is also the country which aspires to live a healthy lifestyle. But it is held back by a major health concern – protein deficiency. Due to key reasons like a high vegetarian population and carbohydrate-rich diet, Indians end up missing out on their ideal nutrition. Apart from this, there are deep-rooted protein myths like - protein is only for bodybuilders, it is only required during illness, and that fruits and vegetables are enough to get the required amount of protein.

THERE'S A PROTINEX FOR EVERY MEMBER OF YOUR FAMILY.

Over the years, Indian consumers have evolved massively, from being people who wanted to fulfil their nutritional needs, to people who aspire to be healthy and want to adopt fitness as a lifestyle.

As India paced towards progress, the Indian consumer paced along too, missing out on regular, balanced meals due to a hectic schedule and a demanding way of life.

This inspired Protinex to bring health closer to Indian consumers while keeping up with their changing lifestyle and habits. From launching the only hydrolysed protein supplement in India – Protinex Original, to adding a flavourful twist to nutrition with Protinex flavours, every step that the brand has taken, was to get closer to the consumer and become more than just a protein supplement; to become a nutrition partner in daily diets. Being the No.1 adult nutrition brand in India, it greatly contributes to the Indian Nutraceuticals Market, which is projected to grow at a CAGR of more than 18% till 2022-23.

Achievements

In the course of its journey as a brand, Protinex has won numerous awards across categories and verticals. In 2016, its rapid growth rate as a brand was acknowledged with the DAN Growth

Initiative Award for the highest growth rates in the Danone Global Forum. In the years that followed, the brand won the award for Emerging Brand in the Health & Nutrition Category by India's Greatest Brands. This was followed by the prestigious World Star Award for Innovations in Packaging Design. The brand's most recent achievement was in 2019, felicitated with the Global

Marketing Excellence Award for its influencer marketing campaigns. Apart from this, the brand also bagged two golds in Big Bang Awards for Creative Excellence in Doctor Communications in 2019 and Silver for Best Brand Influencer Collaboration in IAMA Awards in 2020. For the team however, the biggest achievement till date remains the fact that their efforts are the reason behind millions of healthy smiles across the nation resulting in consumers voting it a Superbrand for 2019-20.

History

Founded in 1957 by the Dumex Group, Protinex is a heritage brand in the health

and nutrition category. In 2012, Protinex was acquired by Danone, and that is when the journey of consumerisation began. Having started out as a nutrition drink for Indian adults to fulfil the daily protein gap in their diet and help recover faster

Protinex Original has hydrolysed protein, which absorbs **50%*** faster in the body

during illnesses, in its initial days, Protinex was looked up to by doctors as an immunity-building product. Eventually, the brand expanded its

consumer base and strove to provide customised nutrition solutions for the needs of various people, including pregnant women, diabetics, and toddlers.

As a brand, one of the mindsets that Protinex had to change was the notion that 'nutrition could not be tasty'. Persistent on its mission to bring health closer to India, the brand forayed into launching the product in different flavours, to make nutrition tasty for the consumer.

Product

The first ever Protinex was created to fulfil the nutrition requirements of people. It was associated with faster recovery and was most prescribed by doctors. The product, Protinex Original has hydrolysed protein, which is proven

Protein piyo. Active jiyo.



to absorb 50%* faster in the body as compared to leading health drinks.

To recruit new users in a taste-driven category, the brand launched popular flavours with rigorous research and innovation, to make nutrition more appetising for daily consumption. Every step of the brand has been an attempt to understand and help Indians lead healthier lives. One of the most prescribed nutrition supplements in India, the brand is also parent to Protinex Original, which is the only hydrolysed protein supplement in India. Hydrolysed protein is more beneficial than regular protein since it is easily digestible, and aids in faster recovery and improved performance. To ensure that consumers get nothing but the best, Protinex has always firmly believed in and strived to achieve product superiority. Scientifically formulated to provide Indian adults with the right nutritional balance everyday, Protinex is strengthened with the perfect composition of minerals, vitamins, carbohydrates and zero trans fat. Every product at Protinex is created keeping the consumer at the core.

Recent Developments

For the people of evolving India, health is an aspiration – they want to remain healthy but cannot always do so, because of their hectic schedule. To help them get closer to health everyday, Protinex Lite was introduced to India in 2019. With zero added sugar and high protein content, it is specially formulated with nutrients that help regulate blood sugar levels. It also has a low Glycaemic Index (GI) to support controlled sugar levels, weight management and an active lifestyle. To help consumers enjoy their nutrition intake and to appeal to the Indian palate, the new Protinex Kesar Badam was launched in 2019 as well. The brand has always worked towards offering more reasons and occasions to consumers to include protein in their daily diet, which is the reason behind the launch of Protinex Bytes – a snack high on health, convenience, and taste for Indians on-the-go.

Promotion

Although it has a heritage of over 60 years, Protinex is a brand that has modernised itself with the evolving needs of Indian consumers. Being on a mission that demanded a transformation in its thinking, the brand elevated itself from the route of illness to wellness and evoked its consumers to be more



The brand redefined its retail strategy by expanding to all consumer touch-points like grocery stores, supermarkets and modern trade with activations like sampling, consumer

proactive and thoughtful about their health.

A dipstick was conducted to check protein levels in Indian diets which brought out an alarming result – 80% of Indian diets are protein-deficient. (Source: Indian Medical Gazette (2015); Vol. CXLIX(4); 149). This campaign delivered an eye-opening protein report of India. Results were featured in leading newspaper articles.

In order to strengthen the brand task of protein relevance, it was critical to visualise health triggers caused by protein deficiency, making it tangible for its consumer - tiredness, fatigue, lack of energy – with modern marketing methods. Using the momentum of digital media, the brand started leveraging itself through influencer-led campaigns, to reach out to younger audiences and establish a brand connect with them.

Positioning itself as an everyday brand, Protinex asked its consumers not to miss out on the beautiful moments of everyday life due to tiredness and fatigue caused by poor muscle health. This was done through the #DontMissOut campaign, explaining how protein plays an extremely crucial role in everyone's life.

To authenticate protein consumption, Protinex also created a mass awareness property with reputed government bodies – The Protein Week which conducted awareness-led activations across corporates and relevant consumer touch points. Over the years, this property has gained high recognition and popularity.

Today, with its new-age marketing strategies and efforts, Protinex is the most evolved brand in the health and nutrition category in India.

Brand Values

Protinex's central aim is to partner with Indian adults to help them live happier, healthier and fitter lives. Today, the brand offers holistic solutions to help its consumers deal with illness, work towards wellness, and adopt fitness in their everyday lives. Product superiority has

been one of the core principles of Protinex and that is one of the reasons why it is the No. 1 adult nutrition brand in India today.

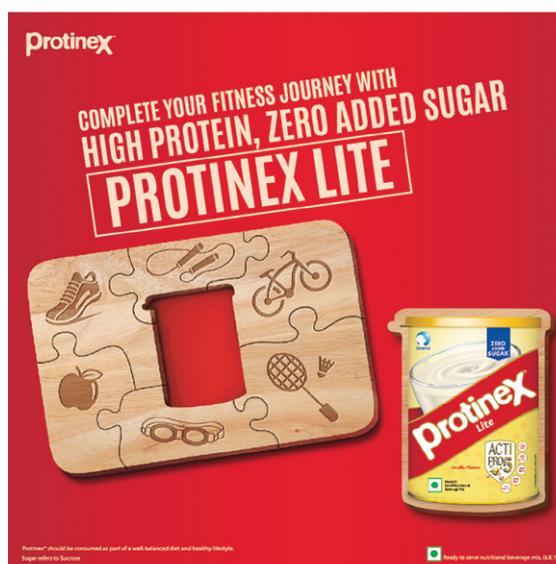


promotions, and impactful visibility. This consumerisation journey was a huge success and the brand achieved its fastest growth in ten years.

But this was just the beginning – one of the biggest challenges was to bust the deep-rooted protein myths that existed in the country. India was high on width of protein awareness, but lacked depth. Indians were aware about protein as a nutrient, but did not know the importance of it for their health. Hence, the first task was to build the relevance of everyday protein intake. There was a need for a warmer campaign, and asking consumers a thought provoking question - "Could there be #SomethingMissing in your daily diet?". The brand celebrated food with a symbolic Indian expression of the dabba, reminding them to check protein levels in their lunchboxes. To leverage scientific credibility, Protinex made a TVC where the main consumers were doctors. This media campaign was brought alive across consumer touch-points with food as an integral occasion: famous dabba walas of Mumbai, large scale mall activations, in-flight food tray branding with Indigo Airlines, were leveraged to spread the message. The results were even better – Protinex added more than 77,000* households in one year and a 7.5%* share gain in retail and prescriptions.

Things you didn't know about PROTINEX

- * Protinex has been 100% plant-based from its inception, way before plant-based diets came into vogue
- * Protinex is more than just protein – each supplement has more than twenty vitamins and minerals, making it the perfect nutrition partner in the race of life
- * Protinex Lite has one of the lowest GI's and highest fibre content among nutrition supplements in India, making it the most optimised solution for diabetics
- * Protinex flavours are not only designed to appeal to the palate, but also to restore health. They are powered with Activ-Boosters, that provide 30% more energy
- * Protinex Bytes is the only nutrition-packed diskette in India with high protein content and more than twenty essential vitamins and minerals



*As per the IMS Medical Prescription audit Data Mat March 2019 in the powdered food supplement category.