

///Saridon///

The complex world of headache, often accompanied by continuous throbbing and pain, can be unnerving and affect normal functioning of an otherwise healthy individual. Standing between these and a complete disruption of daily routine is a single tablet of Saridon[®]. The brand Saridon was introduced in 1933 by Roche in Switzerland. Today, it ranks as the undisputed No. 1 analgesic brand in India commanding 14% of the market*. Several studies for this brand have thrown up the unprecedented figure of 100% awareness in unaided recall. Saridon is sold over the counter through 8.25 lakh retail outlets.

Market

It is unlikely to find a person who at some point in life has not been struck by a headache.

A headache can come in various guises. Its causes vary from heat to noise, sinusitis to tension, eye strain to spondylitis and sometimes,

EVERY
SECOND

31

TABLETS OF
SARIDON ARE
SOLD

in extreme cases, some very serious problems. Thankfully, most causes are benign and a tablet or a topical application will usually cure it.

Primary headaches are caused by stress and tension – most people have or will suffer this type. Primary headaches include headaches caused by unknown reasons such as stress, tension, heat, dehydration, simple cold etc. These headaches can be easily treated with OTC medications like Saridon.

Over the past 55 years, brand Saridon has been at the forefront of providing quick and effective relief to

primary headache sufferers. This association goes beyond a straight-forward solution, and now manifests as unshakeable trust in one of

The Indian analgesics market in 2020 is expected to be US\$ 768.53 million. The market is projected to grow annually by CAGR 8.7% in 2020-2023. In comparison, the US market is expected to reach US\$ 5,745 million (Source: Statista.com)

Manufactured by Piramal Enterprises Limited, Saridon's current growth rate – now into double digits – is faster than that of the category.

This simply means that Saridon is pulling in new consumers from across the country. The said growth is also being reflected in market research studies that are conducted by independent, autonomous bodies. Saridon, for instance, has consistently featured amongst the top ten over-the-counter (OTC) brands of The Economic Times surveys.

Achievements

Without doubt, Saridon is the No. 1 oral analgesic brand in the country, commanding 14% of the market*. In a market that has a plethora of options for the consumers to choose from, this is an extraordinary achievement. The key to its success has been the fact that it has always kept itself relevant, ensuring availability at outlets in the vicinity and of course, by providing quick relief.

Over the years, the brand has not just been a consistent performer in the market, but has made efforts at brand building and keeping itself relevant.

In 2012, Saridon opened a new front in media development by innovating Saridon Movie Reviews. In the following year, it won two Gold Emvies Media Awards for Best Media Strategy and Best Media – Innovation on Radio. 2014 saw it win Gold for Saridon Movie Review at the Golden Mikes Awards. In the same year, it was bestowed with Gold at the prestigious Radio MirchiKaan Awards. Saridon Movie Review, its radio innovation, was again in the news when it was declared the Gold winner at the Asian Customer Engagement Awards. Also in 2014, Saridon won the prestigious Economic Times Best Brands Award.

India's most iconic brands, which is evident with 31 tablets being sold every second across the nation.

The remedial market in India is complex. It comprises a matrix of formats – tablets, capsules and topical applications – and is categorised by active ingredients and price points. The large volume of consumption across gender and socio-economic strata has also given an opportunity for regional players to compete strongly with the national marketers at the lower end of the pyramid.



Despite these various innovations, one of the many elements that consumers from all walks and age groups still associate with is the Saridon jingle, which has stayed the same all these years – Sirf ek Saridon aur sardard se aaram.

Not surprisingly, the brand enjoys an unprecedented awareness level of nearly 100% and an equally healthy trial and retention ratio, which reaffirms the faith consumers have in the brand.

Today, this OTC drug is available across 8.25 lakh outlets comprising approximately 4 lakh in urban India and an equal number in rural markets (Source: ACNielsen Retail Audit Q2'2019).

History

Saridon was a product developed in 1933 by F. Hoffmann-La Roche in Switzerland. In 1969, 36 years after it was launched, Roche brought Saridon to India and continued to manufacture it until 1993 when, under a license agreement, the brand was transferred to the erstwhile Nicholas Piramal, now known as Piramal Enterprises Limited with it being a registered trademark of Bayer Consumer Care AG.

Product

Saridon is a combination containing 150 mg of propyphenazone, 250 mg of paracetamol and 50 mg of caffeine. These are the three active ingredients that work in sync to provide pain relief. It is the combined action of this triumvirate that helps Saridon live up to its promise – Sirf ek Saridon aur sardard se aaram – just one tablet is enough.

The combination is designed to produce effective analgesia with quicker relief, as compared to paracetamol, ibuprofen or aspirin alone. The mechanism of action for any analgesic is quite simple. A headache occurs due to minor physiological changes in the head or neck region. These changes initiate a relay of messages being passed via signalling molecules from the blood vessels or muscles to the pain receptors on the adjoining nerves to the brain. When the signalling molecule reaches the brain, the person complains of a headache.



One of the signalling molecules in the body, which leads to a headache is prostaglandin. So, if prostaglandin secretion is stopped, the pain signal would cease to exist. When an analgesic is consumed, the pain reliever works on the cells by inhibiting the secretion of prostaglandins;

events like Siblings Day, the brand creates a moment of relevance in the lives of its consumers.

Promotion

Saridon's core positioning of quick relief from headaches has never changed – or been challenged by market forces.

Mass media continues to play an active role in ensuring that the relevance of the brand is never lost. The results are positive. The brand continues to maintain a healthy growth rate in rural areas, while its competitors are on the decline. Saridon media campaign has been active across regional markets where consumers swear by the brand and its efficacy to provide relief from headaches. This has led to increased consumer demand visible through increased offtakes from retail shelves and growth in secondary sales.

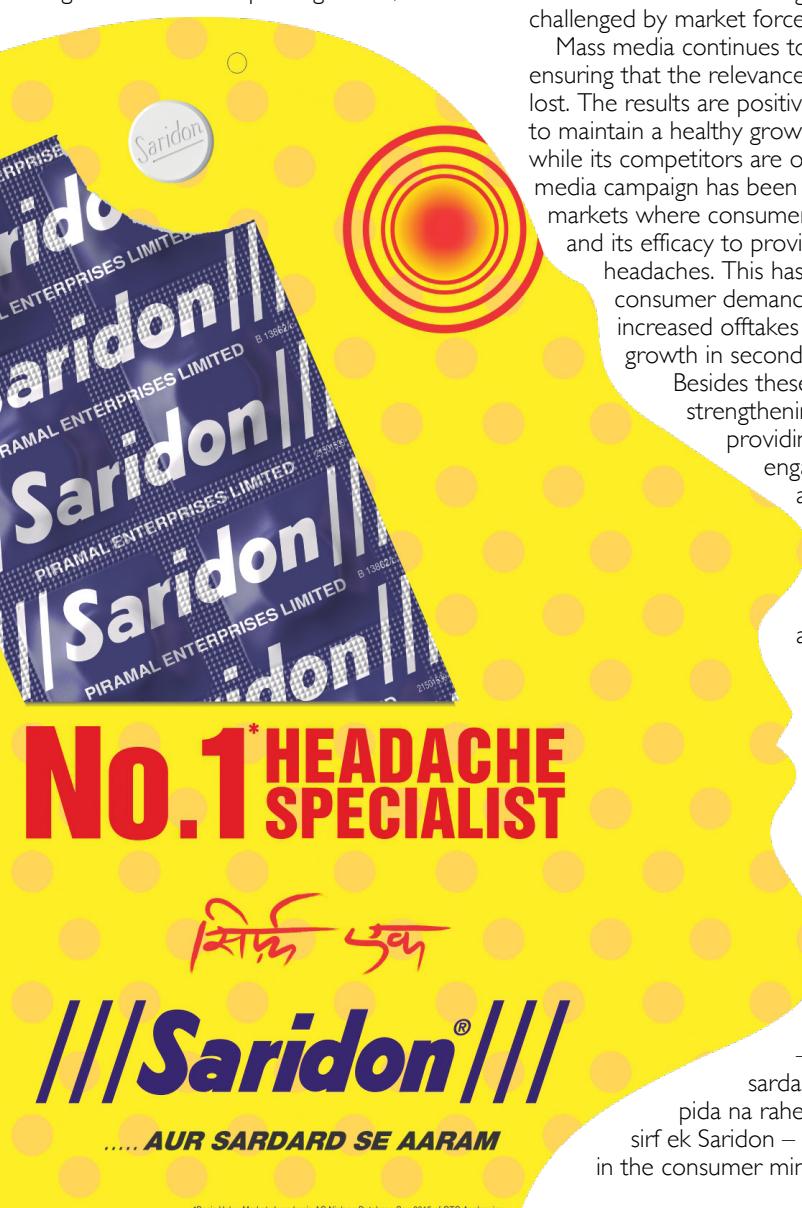
Besides these, continuous focus on strengthening distribution by providing various inputs to engage stakeholders at a trade level has allowed the brand to grow significantly and become the top-seller in the analgesic market.

Brand Values

Saridon has always occupied the position of being the No. 1 headache specialist in consumer minds.

The promise of quick relief has been established through consistent communication – just one Saridon is enough. The jingle – Sirf ek Saridon aur

sardard se aaram, na rahe pida na rahe dard, bas ek, sirf ek, sirf ek Saridon – is now indelibly etched in the consumer minds.



effectively, shutting off the pain signal.

In the race to quell the riot in the head, Saridon works most effectively.

Recent Developments

Nothing can be more disruptive to daily routine than a headache. The throbbing in the head can leave a person feeling completely distressed. Saridon responded to this widely experienced problem through an appropriate communication that emphasised how Saridon helps quickly bring people back to being their normal, happy selves.

Integrating the iconic jingle – Sirf ek...creatively, Saridon has been active with topical content

across platforms using the now ubiquitous social media. With more than 3,000 followers, Saridon continues to engage with its audience on a regular basis. Be it posts wishing its fans on New Year, festivals like Holi or celebrating international

Things you didn't know about SARIDON

- * 31 tablets of Saridon are sold every second
- * Saridon was launched in Switzerland in 1933 by Hoffmann La Roche
- * The iconic jingle – Sirf ek Saridon aur sardard se aaram – was coined in the late 1960s-early 70s and was broadcast on All India Radio's Vividh Bharti channel in the programme – Saridon ke Saathi which was compered by Amin Sayani. Incidentally, this was the first commercial sponsored programme broadcast on this channel
- * Saridon Movie Review has won an award in Sri Lanka conducted by the Asian Customer Engagement Forum & Award
- * The volume of Saridon strips sold in a month when vertically connected end-to-end will soar 324 times higher than Mount Everest