



Source: Revised brand plan 2013

Note – size of the circle denotes the approximate brand size

Home remedies are the first line use for medications for GI related issues and it represent the large market which is even unknown till today. In the positioning quadrant it represents “Casual but effective, Good for me” with “Conservative/ Mature”. Largely this category is dominated by *Ayurvedic* products largely no brand name. *Kalla, Guli, Churrna*, more dominant formats in this category and mostly prepared as household level. Some local *Ayurvedic* companies have operating this segments in very low profile manner but there were no proper data been published on reputed source to quantify the size of the market.

Glaxo Smithkline Healthcare Limited (GSK) identified this market as a lucrative business and penetrate with more “contemporary and vibrant” way while creating new market segment. ENO the revolutionary brand which changed the market dynamics of Antacid category while investing a large amount of money. “Professional and Scientific/Conservative and Mature segment represents 90% allopathic Antacid market where market is driven by majorly on prescription. Certain amount of OTC (over the counter) sales are happening but largely doctors recommendations are dominating this category. **Gaviscon**, the market leader in this segment continues to focus on doctors’ level and heavy promotions in scientific manner and thus being able to create the “Original” perception towards the brand. “Gaviscon *Dual Action*” created a great