

Dear Sirs,

Having no better way of approaching your Company, I am trying the online "Product Quality Complaint" as the eye of the needle so as to reach the concerned at Sun Pharmaceuticals Industries Limited.

That I am trying to enter by completing the online "Product Quality Complaint Form", I need to make you aware that this is not a complaint, but a sincere cost saving suggestion.

Your Product in reference is "PROHANCE-D" specially formulated sugar free powder for diabetes care.

The Prohance-D, 400 gm comes in an aluminium sachet neatly packed in a plastic container. It is available at MRP for Rs. 650/-, while the refill pack in a cardboard container comes in 200 gm ( 4 aluminium Sachets of 50 gm each ) at MRP for Rs. 330/-. As diabetics, my wife and I need to purchase two packets of 200 gm each for a 400 gm refill. This hence accounts for us and in general, the consumer to pay at MRP for Rs. 660/-. This thus falls more expensive than a pack of 400 gm with a plastic container by Rs. 10/-.

Generally, replenishment packs cost around 3.60% less than that of the package with the plastic container. Hence Prohance-D refill pack needs to have a MRP of around Rs. 626/- for 400 gm as against the present MRP of Rs. 660/- ( Rs. 330 + Rs. 330 ) as described above.

Hoping that Sun Pharmaceuticals Industries Limited will consider to bring down the material and manufacturing costs and the expenses for diabetics, I have the following three suggestions to place before the Company :

- 1] Instead of refill packs 200 gm, in sachets of 50 gm each, please offer Prohance-D in single aluminium sachet of 200 gm. Let us consider the average cost of material and packing for any single sachet is Rs. 3.50, the quantity of sachets in this refill pack is reduced from 4 to 1 sachet. Hence the average saving is  $3.50 \times 3 = \text{Rs. } 10.50$ .
- 2] Offer Prohance-D refill pack of 400 gm, packed in two aluminium sachets of 200 gm each. Now, considering the average cost of material and packing of any single sachet is Rs. 3.50, the sachets are reduced from 8 to 2 sachets. Hence the average saving is  $3.50 \times 6 = \text{Rs. } 21.00$ .
- 3] Offer Prohance-D refill pack of 400 gm packed one single aluminium sachet of 400 gm. Now, considering the average cost of material and packing of any single sachet is Rs. 3.50, the sachets are reduced from 8 to 1 sachet. Hence the average saving is  $3.50 \times 7 = \text{Rs. } 24.50$ .

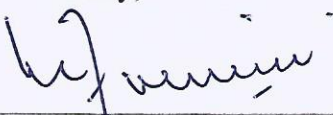
Any of the three combinations above would suit the consumer. However, the third suggestion of 400 gm in a single pack should be ideal for both the Company and diabetic consumers.

While Sun Pharmaceuticals Industries Limited will still maintain their quality on the product, the material and production costs would most certainly be reduced by and to the extent of at least 70%.

I hope and pray that Sun Pharmaceuticals Industries Limited accepts my suggestion and accordingly implement the same for benefit of the concerned.

Thanking you,

Yours faithfully,



( LESLIE G. FERNANDES )