

## Deluxe Nirodh



Deluxe Nirodh is a brand of quality lubricated thin condom owned by Government of India, manufactured by HLL. The brand carries a cognitive image of low priced and easily available condom. The brand currently is synonymous with spacing method for men that offers triple protection against unwanted pregnancy, STIs and HIV/AIDS. The positioning statement for the brand is *“Bharosemand Saathi”*, which means a *“Reliable Friend / Companion”*.

Priced at Rs.3/- for a pack of 5 condoms, Deluxe Nirodh has the imagery of highest selling low cost brand currently available which has got high acceptance in rural and semi urban India. Due to its extensive distribution and its positioning as a triple protection method, the brand currently enjoys a market share of 40% of the total condom market in India.