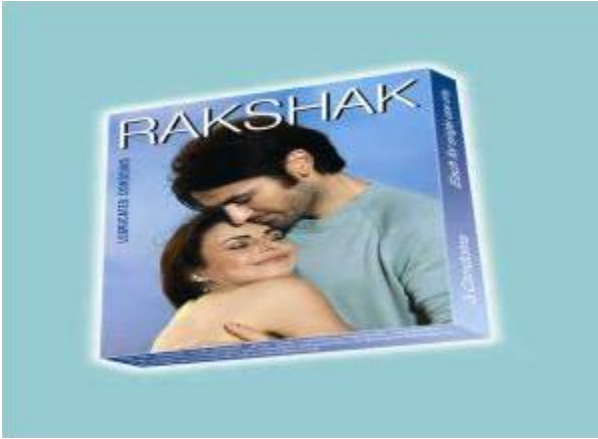


Rakshak- The thin lubricated condoms



HLFPPT has launched the quality condoms with a brand name 'Rakshak' meaning the 'protective man' in the year 1992, which was re launched for the rural segment in the year 1997 with insights from the research findings from the consumer behaviour studies from rural UP, associating the use of condom with a 'protective man'. Rakshak, a lubricated thin condom, priced at Rs.5/- per wallet of 3 condoms is a subsidised social marketing brand of HLPPT,

manufactured by Hindustan Latex Limited. The brand portrays a caring and a protective man. The brand communication platform for the product was **“Love Makes a Man Protective”- “Pyar Banata Hai Har Purush Ko Rakshak”**.

The brand currently has an imagery of confidence and pleasure and is positioned as a premium condom with in the low cost condom segment.

USPs of condoms

- No side effects.
- Inexpensive and easily available.
- Does not need any prescription for using condoms.
- Does not interfere with breast-feeding babies.
- Triple protection against RTI/STI and HIV/AIDS along with unwanted pregnancies.
- Thin lubricated condoms to give a near natural feeling

Disadvantages

- May tear or slip off if not used properly.
- Requires care to ensure that no semen is spilt after ejaculation, by holding it in place while the penis is being withdrawn.
- Some women are sensitive to the latex or spermicide in condoms.
- New condom to be used before each sex act.