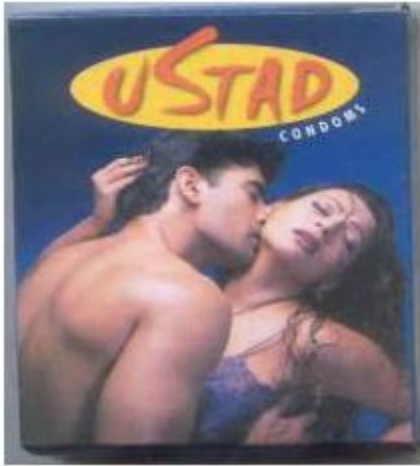


Ustad



Ustad is the only brand in India that is positioned at the Casual Sex segment. Ustad, a lubricated thin condom marketed under the contraceptive Social Marketing Programme, is a brand is targeted at the sexually adventurous middle class and lower middle class youth who accesses paid sex. The brand is positioned as ***“Ustad Ke Saath Josh Ka Naya Ahsaas”***, which means ***“Feel New Experience of Passion and Zest with Ustad“***.

Reasonably priced at Rs.5/- for a pack of 4 condoms, the brand currently has an imagery of a macho man, and high perceived value for money.