



O! Brand – Trade Launch

Feb'24



WHO ARE WE?

A modern *lifestyle* sexual wellness brand that
celebrates *intimacy* & enhances *pleasure*.

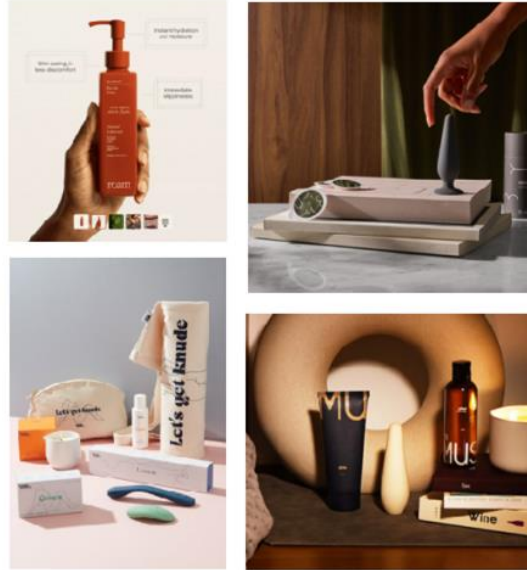
Positioning of O!



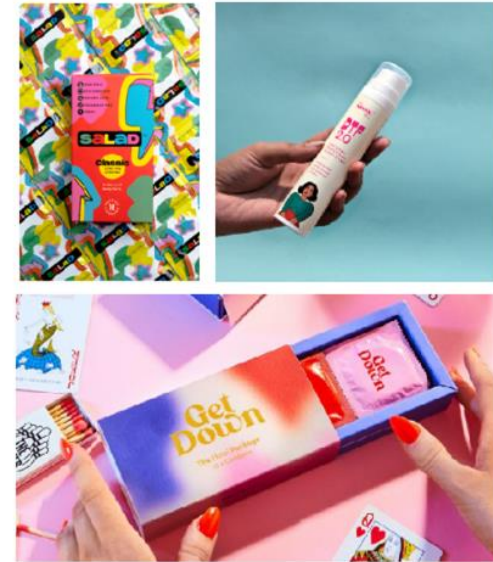
Manforce, KS,
Skore



Let's Get Knude, My
Muse



Get Down



A dark intense inside the
bedroom world

Graphical, Explicit ,
Typical brands

Muted, modern lifestyle
world

Simple, Silent
packaging



Modern, Simple
yet Young and
high energy.

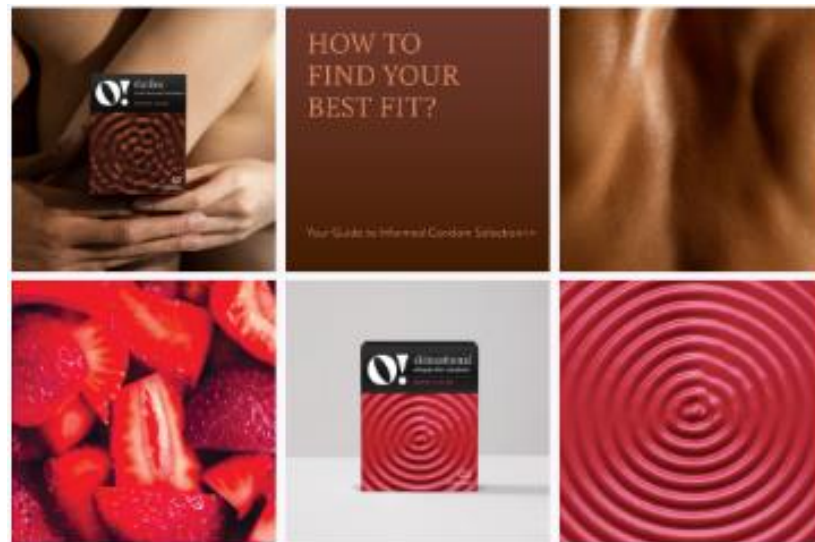
Young. High energy, Out
there, inviting world

Vibrant,
Colourful, Vocal



BRAND PILLARS

- **Modern Sexual Wellness brand**
- **Simple**
- **Gender Neutral**
- **Safe Intimacy**
- **Comfort & Pleasure**
- **Innovative Products**





O! Products Brief

Ours Range



Men's
Gummies



Pleasure gel



Mouth Rinse

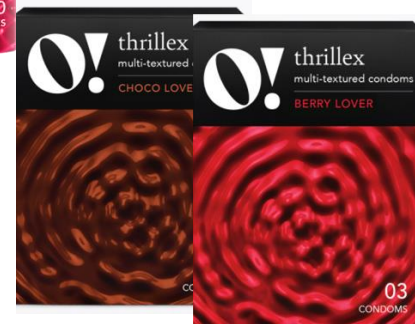


Women's Gummies

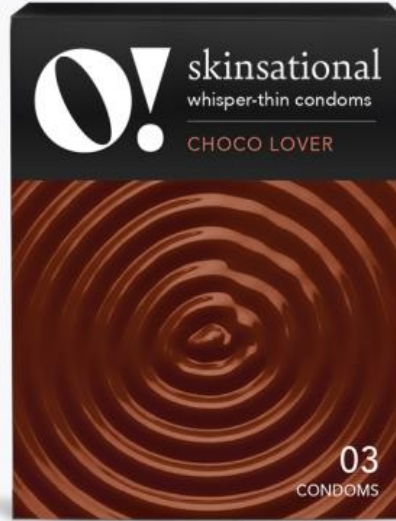
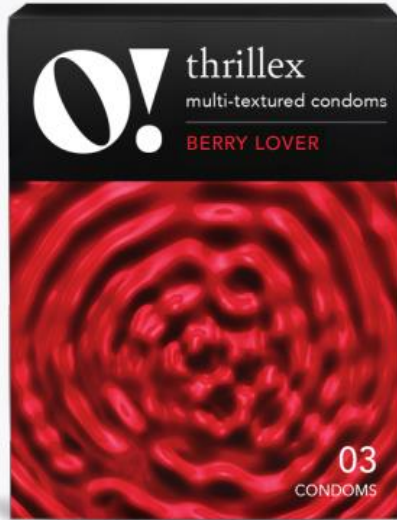
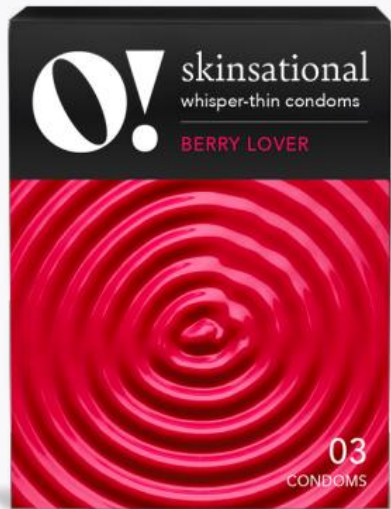


Textured
Condoms

Ultra Thin
Condoms



Condoms - Skinsational & Thrillex



O! Skinsational Whisper Thin Condoms



- Ultra Thin Condoms(0.052mm)
- Included Disposal Envelopes
- Electronically tested
- 100%. Natural rubber latex
- Teat end for better fit and comfort
- Extra Lubricated
- Exotic flavours
- Super intense sensation



O! Thrilled Multi-Textured Condoms

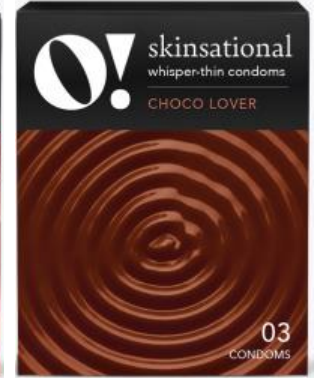


- Multi Textured Condoms(**Ribbed, Dotted & Contoured**)
- Included Disposal Envelopes
- Electronically tested
- 100%. Natural rubber latex
- Teat end for better fit and comfort
- Lubricated
- Exotic flavours
- Sharper dots for more stimulation/pleasure



O! Condoms Prices

Sr. No	Final Names	Pack Size	MRP- Rs.
1	O! Thrillex Choco lover	Pack of 3's	69/-
2	O! Thrillex Berry lover	Pack of 3's	69/-
3	O! Thrillex Choco lover	Pack of 10's	199/-
4	O! Thrillex Berry lover	Pack of 10's	199/-
5	O! Skinsational Choco lover	Pack of 3's	69/-
6	O! Skinsational Berry lover	Pack of 3's	69/-
7	O! Skinsational Choco lover	Pack of 10's	199/-
8	O! Skinsational Berry lover	Pack of 10's	199/-

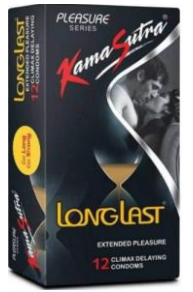
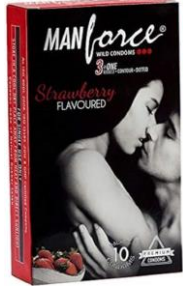


Launching - Feb 24

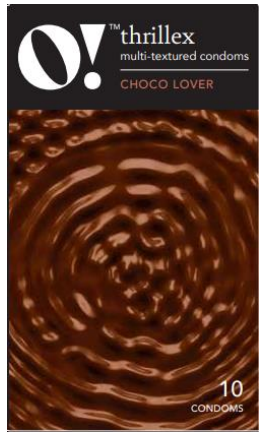
O! Condoms – Thrillex Condoms (Multi-Texture)



Sr.No	Variant	Brands	Pack	MRP/	Per Pc
1	Multi texture 10's Pack (thrillex)	Durex Multi-Texture Condom	10's	245	24.5
2		Man Force EPIC	10's	240	24
3		Man Force	10's	90	9
4		Kama Sutra	12's	199	19.9
5		Cupid	10's	90	9
6		Man Matters	10's	399	39.9
7		O! Thrillex 10's Pack (Multi-Texture)		10's	199



Sr.No	Variant	Brands	Pack	MRP/	Per Pcs
1	Multit texture 3's Pack (thrillex)	Durex	3's	83	27.6667
2		Man Force EPIC	3's	80	26.67
3		Man Force	3's	30	10.00
4		Kama Sutra	3's	30	10.00
5		Cupid	3's	27	9.00
6		O! Thrillex 3's Pack (Multi-Texture)		3's	69



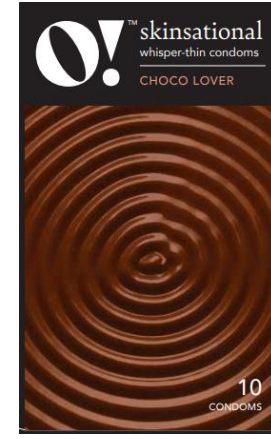
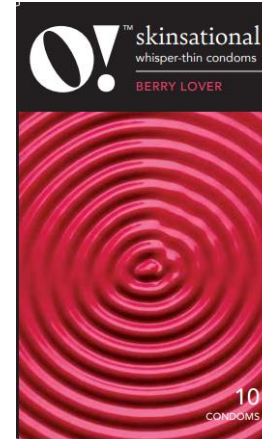
O! Condoms – Skinsational Condoms (Ultra-Thin)



Sr.No	Variant	Brands	Pack	MRP/	Per Pcs
1	Ultra Thin Pack of 10's (Skinsational)	Durex- Invisible	10's	400	40
		Air- Ultra Durex	10's	245	24.5
2		Man Force EPIC	10's	240	24
3		Man Force	10's	90	9
4		Kama Sutra	12's	120	12
5		Cupid	10's	90	9
6		O! Skinsational 10's (Ultra Thin)	10's	199	19.9



Sr.No	Variant	Brands	Pack	MRP/	Per Pcs
1	Ultra Thin Pack of 3's (Skinsational)	Durex	3's	143	47.6667
		Man Force EPIC	3's	80	27
2		Man Force	3's	30	10
3		Kama Sutra	3's	30	10
4		Cupid	3's	23	8
5		O! Skinsational 10's (Ultra Thin)	3's	69	23.00





First Launch of O! Brand - Condoms Feb'24



Pack of 3's & 10's

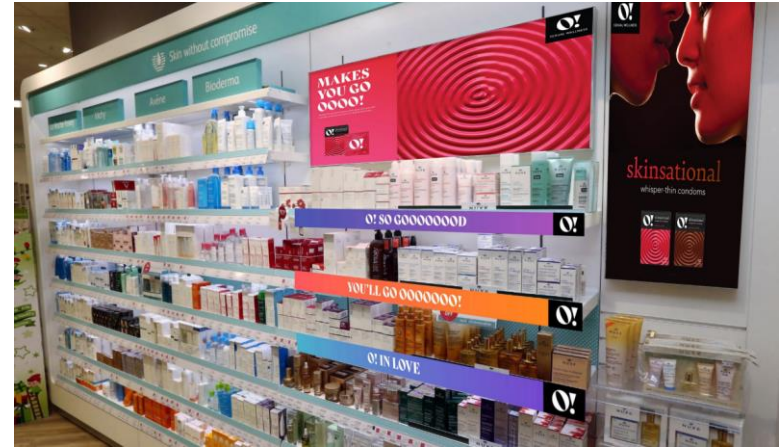


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Placement/Planogram

Plan a planogram for the wellness stores to display the O! products.



Suggested Placement: Saki Vihar Store
Across the counter category visible

O! Display Board deployment



Suggested Placements



Hiranandani Powai Store



Lake Primrose Store



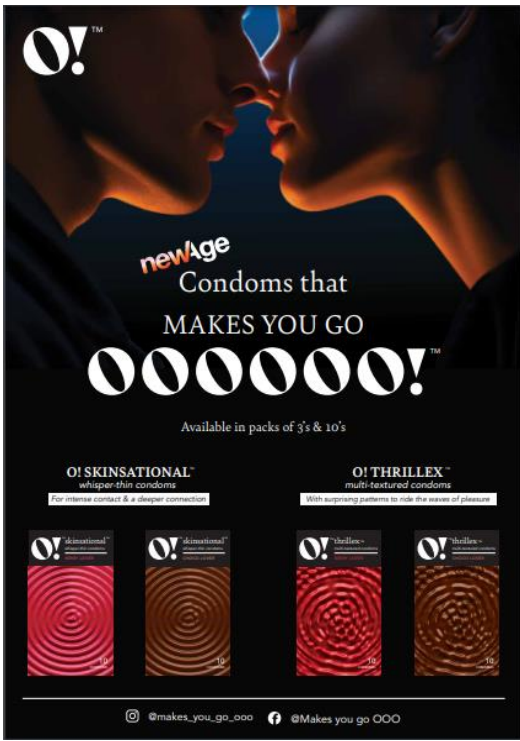
Saki Vihar Store

POP Deployment

Posters & Leaflet needs to be deployed in every wellness store & distributed on the day of launch

- O! Condom Posters
- O! Leaflets
- O! Shelf Strips

Quantities per store to be discussed.



Poster



Leaflet



Thank You