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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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CONTENT ANALYSIS OF CHILDREN BASED FOOD AND BEVERAGES ADVERTISEMENTS

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ABSTRACT

Television has come up as a strong component of mass media around the world. This has, in turn, prompted companies to use it as an ideal platform to advertise their products. This mode of advertisement basically exploits the consumer's tendency to get attracted to the combination of audio-visual medium. TV Ad is the process of imparting a sales pitch of a limited amount of time, through the television as the medium. These advertisements tend to summarize the product in order to accommodate it within a specific duration, generally ranging between 30-60 seconds, and convey as much information as possible. There are Pro's and Con's of television ads too. Today the role of third party influences, such as children, on decision making strategies and negotiations has become essential in taking a broader view. Children enjoy greater discretion not only in making routine consumption decisions for the family but also in pestering their parents to buy other products desired by them. This paper is the study of the food and beverage advertisements targeted at children and a content analysis of the themes and different characteristics depicted.

KEYWORDS

content analysis, advertisements, children, decision making, television.

INTRODUCTION



Over the last few decades, the television has come up as a strong component of mass media. This has prompted several companies to use it as an ideal platform to advertise their products. This mode of advertisement basically exploits the consumer's tendency to get attracted to the combination of audio-visual medium, as opposed to single medium, such as the radio and print advertisements.

Television advertisement is the process of imparting a sales pitch of a limited amount of time, through the audio visual as the medium. These advertisements tend to summarize the product in order to accommodate it within a specific duration, generally ranging between 30-60 seconds, and convey as much information as possible. Basically, these advertisements are customized in such a manner that they are neither too short, as to fail in conveying the message, nor too long, as to lose the attention of the viewers.

INCREASING ROLE OF CHILDREN IN FAMILY PURCHASE DECISION MAKING

Research on family decision making has been largely confined to spouses, who have been considered as the relevant decision making unit in a family. However, the role of children, on decision making strategies and negotiations is essential to taking a broader view. Traditionally, women were seen to be the purchasing agents for the family but increasing participation of women in the workforce has prompted a shift in this role as children are increasingly the "buyers" for the entire family. Even in families where women do not work, children are observed to share this role with their mothers. Children enjoy greater discretion not only in making routine consumption decisions for the family but also in pestering their parents to buy other products desired by them. Indian children have recently attracted considerable attention from marketers because the market for children's products offers tremendous potential (pegged at Rs. 5000 crore/\$1110mn) and is rapidly growing. According to available industry data, the chocolate and confectionary market is estimated at Rs. 1300 crore/\$290mn, the apparel market at Rs. 480 crore/\$110mn and kids footwear at Rs. 1000 crore/\$220mn. In addition to this, 54% of India is estimated to be under the age of 25. Children constituting three different markets: the primary, the influencer, and the future market. Certain products are simply children's products for which they are the primary users/buyers. They sometimes either purchase a product themselves or select the product before it is purchased by the parents. For other products, such as ones which are used by the entire family unit, they may influence purchases made by the parents. There are some products where children wield direct influence or pester power by overtly specifying their preferences and voicing them aloud. The purchasing act is governed by how they have been socialized to act as consumers.

CONTENT ANALYSIS

Content analysis is described as the **scientific study** of content of communication. It is the study of content with reference to the meanings, context and intentions contained in the message. It is a research tool used to determine the presence of certain words or concepts within texts. The texts as mentioned here can be classified as interviews, discussions, newspaper articles, historical documents, speeches, conversations, advertising, etc. In our study text directly refers to the **advertisements**. To be specific the advertisements that have been referred to in this case the are advertisements **targeting such foods and beverages that relate** directly or indirectly to children up to the **age of 18 years** and those that **feature kids** as the ones promoting the particular product.

Content analysis is usually referred to as a **non-reactive technique**. This is because rather than asking people to respond to certain questions regarding the text/content, content analysis makes use of the '**communications that have been already produced and then analyze those communications with certain questions**'.

There are certain questions that are answered by content analysis, which can be stated as: '**WHO says WHAT to WHOM with WHAT EFFECT?**'

STEPS TO CONTENT ANALYSIS

1. Formulation of research questions or objectives
2. Selection of communication content and sample
3. Developing content categories
4. Finalizing units of analysis
5. Preparing a coding schedule and checking inter-coder reliabilities
6. Analyzing the collected data

LITERATURE REVIEW

According to the study of **Stemler, Steve of Yale University**, content analysis enables researchers to sift through large volumes of data with relative ease in a systematic fashion. It can be a useful technique for allowing us to discover and describe the focus of individual, group, institutional, or social attention. The study done by **Niaz Ahmed (1996)** found that there is a significant difference in the way the two cultures of US and India produced advertising messages and that differential cultural values were reflected in their advertising expressions. The findings revealed that the US advertisements utilized rhetorical styles, individualistic visual stances, and sexual portrayals of women and comparative approaches more often than their Indian counterparts. The Indian ads utilized indirect rhetorical styles, collective visual stances and stereotypical portrayals of women more frequently than did the US ads. According to study conducted by **Wei-Na Lee and Eliana S. Tseng (2005)**, there were four major categories of products advertised to children in current society: toys, cereals, candy and snacks, and fast foods, three of which are for foods or food related products. The most commonly advertised product was breakfast cereals and most of the foods advertised in children's programming promoted high-fat or high-sugared snacks. Cereal and breakfast food were the most promoted products during tweens' programming in this study. Microwave and convenience foods followed as a distant second. There were no ads promoting basic foods, such as meats, fruits or vegetables. Gum and snacks, on the other hand, had a fairly even share in terms of distribution of ads. In terms of drinks, the presence of artificial drinks such as sodas and flavored juice were prominent in the category, followed by processed drinks. The only two all natural drinks advertised during children's programming were water and milk. According to the study done by **Moniek Buijzen and Patti M. Valkenburg (2002)**, the appeals used most often in the total sample were humor, product quality and newness of the product. Other frequent appeals were pleasant taste, fun play, action-adventure, having the best, saving money, physical attractiveness and convenience. Commercials aimed at children significantly more often used the appeals play, action-adventure, fun, courage, affection for animals, and collecting. Other appeals that were used more often in commercials for children than in commercials aimed at the other two age groups were nurturing, creativity, affection for children, competition, family ties, and capability. Affection for children and family ties were more often used in both commercials for adults and children than in commercials for teenagers. Sexuality, individuality, personal freedom, and enjoyment were more often used in both commercials for adults and teenagers than in commercials for children. Commercials aimed at boys more often made use of action-adventure, sports, and play. Commercials aimed at girls more often used nurturing, physical attractiveness, friendship, affection for animals, romance, and affection for children.

METHODOLOGY

The methodology followed for carrying out this study is done on the basis of 6 steps of content analysis

1. **Formation of research questions or objectives:** By making a clear statement of the research question or objective, the researcher can ensure that the analysis focuses on those aspects of content, which are relevant for the research. Content analysis is a method for analyzing textual content. Therefore, the selection of topic should be one that can be answered by analyzing the appropriate communication content.

With respect to this study the various themes depicted, the kind of message appeal and categorization of advertisements on different basis already defined.

2. **Selection of communication content and sample:** The next step would be to locate relevant communication content to answer the research question and to determine the time period to be covered. If the body of content is excessive, then a sample needs to be worked out. Depending upon the nature of the communication content – whether it is a new item, editorial, short story or a TV serial – the sampling techniques differ.

For the current study, the children based food & beverages advertisements, specifically the ones featuring kids have been chosen as the communication content. A major portion of the advertisements comprises of those which have been telecast/ released over the past decade. The sample chosen consists of 62 advertisements featuring children up to the age of 18 years; advertisements have been collected through judgment sampling.

3. **Developing content (subject) categories:** Content categories can be defined as compartments or "pigeon holes" with explicitly stated boundaries into which the units of content are coded for analysis. They in fact flow from the research question and should be anchored in a review of relevant literature and related studies. Content categories are constructed in response to the query: What classification most efficiently yield the data needed to answer the research questions raised? The first step in category construction is preliminary examination of communications by the researcher on a small-scale or as a pilot study so that such examination will result in the identification of possible content categories into which material can be coded. To be useful, every content category must be completely and thoroughly defined; indicating what type of material is and is not to be included. Categories must be mutually exclusive so that a word, a paragraph or a theme belongs in one and only one category. Also, the categories must be exhaustive so that all units examined fit in an appropriate category. Sometimes, a 'miscellaneous or residual category' is added for units that occur rarely or are un-codable for other reasons.

In this study, the subject categories have been defined as product segments i.e. whether the product featured in the advertisement is a food product, a drink/beverage or otherwise. Another categorization is on the basis of health quotient, classifying the advertised product as healthy, unhealthy or neutral. The third category depicts the place settings of the advertisement such as home, outdoor/natural scenery, cartoon/graphics, sports/events, and schools. The third categorization is based on human presence in the ads, i.e. whether it is an all children ad, female adult and child/children, male adult and child/children.

4. **Finalizing units of analysis:** At this stage, that is, once the categories are identified and defined in terms of the research objectives, the content analyst asks two interrelated questions. They are:

- What unit of content is to be selected for classification under the categories?
- What system of enumeration will be used?

The unit of analysis is the smallest unit of content that is coded into the content category. The units of analysis vary with the nature of data and the purpose of research. Thus, the unit of analysis might be a single word, a letter, a symbol, a theme (a single assertion about one subject), a news story, a short story, a character, an entire article, or an entire film or a piece of programme.

Coming to the second question, in content analysis, the counting or quantification of the units is performed by using three methods of enumeration: a) space /time, b) frequency and c) intensity or direction. A unit of analysis can be measured in terms of space (for example, number of column inches) or time (minutes devoted to a news item on the TV). In the case of frequency, it is the number of times a given unit or theme figured in a body of text - is recorded. Intensity or direction implies the measurement of the direction of the symbolic meaning contained in the message.

Taking in to consideration the objective of our study, the analysis is based on advertisements' content. Hence each single advertisement forms the unit of analysis.

5. **Preparing a coding schedule, pilot testing and checking inter coder reliabilities:** Defining categories and preparing coding schedule for the analysis and coding of content are simultaneous steps. A coding schedule resembles a survey questionnaire and contains different dimensions of the communication content to be coded. Next, piloting the coding schedule is a crucial step before launching the full-scale content analysis. Coding the unit of analysis into a content category is called coding. It is probably desirable to have, even in a small-scale study, more than one coder to independently code the units and to check the inter coder reliabilities. Chadwick et al suggested a method of computing inter coder reliability by calculating a coefficient of reliability. It is calculated by dividing the number of units placed in the same category by the number of units coded.

For this study, to code the sample of 62 advertisements, a coding schedule has been followed such that the 62 advertisements have been classified on the basis of certain themes that have been defined taking in to consideration various aspects which fall under a similar theme.

The following **themes** that have been defined which are as follows:

- Promotion (PR):** This theme majorly talks about the sales promotion activities that have been depicted through the particular advertisements. These promotional activities include
 - Any kind of gifts that are being offered to the consumers with the purchase of the particular product.
 - The pricing of the product, i.e. if the advertisement is promoting about the very low price of the product.
 - If the advertisements talk about certain prizes that would be offered to the customer on, say for example, earning a specified total of points on every pack of the product.
- Product (PD):** The aspects that have been taken into consideration while adding an advertisement to this category are as follows:
 - An emphasis is laid on the difference in taste of the food or beverage depicted in the advertisement.

- If the product has been depicted as having a number of product variants, for example, Kellogs Chocos, Choco duet, Honey loops
 - There have been advertisements which talk about the different shapes in which a certain food product has been made available to the customer, for example, Kellogs: it has Chocos available in shape of flakes, Honey loops in the shape of loops rather than normal flakes.
3. **Health and Nutrition (H):** This theme takes in to account those advertisements which are depicting majorly the nutritional aspects of their product or how healthy the product is from the point of consumption of the children.
- A constraint here is that, if a product is, say, a health drink, but the in the advertisement the emphasis is on fun/product aspect, the advertisement would not be falling under this theme.
4. **Adventure (A):** The theme covers not many advertisements, but the ones covered are those which are advertising the product through some adventure, something that would be exciting for the children to watch. For example, the advertisement for Milky Bar, shows children moving around in space, and the Milky chocolate gives them some supernatural powers to fight against their rival.
5. **Fun/Happiness (F):** This theme takes in to account the following aspects while compiling an advertisement in to this theme:
- Where the entire family has been shown sharing the happiness of having a product.
 - Kids enjoying the games, fun filled moments.
 - Children playing pranks on their friends or siblings, for example, the Rasna Fruit Plus, a boy plays prank on his brother and quickly grabs his glass of Rasna Fruit Plus.
6. **Convenience (CO):** There are advertisements which describe the convenience in preparing the particular food, or its multiple usages with other foods.
7. **Competitive Spirit (CS):** Most of the health drinks focus on how the competition among students, makes them go for the health drinks. This theme covers those advertisements where in:
- The child/children has/have been shown working hard to win a competition.
 - Parental (especially mothers) wish to have their child grown up and be string like a sports person, for example, Bournvita Li'l Champs, mother wishes that her daughter grows up and becomes as string and fit as Tennis player Sania Mirza.

Once the coding schedule has been decided upon, the advertisements are categorized in the best suited theme. The coding of advertisements in to the respective themes has been done by two individual coders.

Once this coding is done, the **Inter-coder Reliability** has been measured. This inter-coder reliability comes out to be **85.48%**. Kindly refer the excel sheet for detailed calculations of inter-coder reliability.

6. **Analyzing the collected data:** How should the data be analyzed? The definition of the research problem gives direction to data analysis, the patterns to be examined, and the relationships to be explored. Depending on the nature of data, the statistical principles that apply to other areas of survey research may also apply to content studies. The findings can be presented forcefully even with simple percentages and cross tables.

The analysis has been taken up in the next section of the report.

To sum up, content analysis offers objective guidelines in the coding of the text and to draw inferences from the data. Content analysis has its limitations. What it does not tell us is about causal connections between variables under study.

ANALYSIS

The sample of 62 advertisements studied in this paper contained basically three categories of products namely food, drink and others. The food category had 27 (42.9%) ads including breakfast cereals, saturated food such as oil and butter, fast food such as noodles, cakes, pizzas, snacks such as biscuits, chips, etc. The drink category had 22 (36.5%) ads which included health drinks, preserved fruit juices and syrups etc. The other category included confectionary items such as gums, toffees, calcium tablets, chocolates etc and had 13(20.6%) ads out of total of 62.

CLASSIFICATION OF ADS AS FOODS/ DRINKS/ OTHERS

TABLE 1

	Counts
Food	27
Drinks	22
Others	13
Total	62

The ads are categorized on three aspects namely health quotient attached to them, place setting and human presence.

On the basis of health quotient attached with the product offered.

The food, drink and other categories included products that were either high on nutrient value, low in nutrient value or were neutral. The criterion was set on the basis of coders own discretion depending on the general perception of the consumers. Basically the products having proteins, carbohydrates, vitamins and minerals were classified as healthy products. The products having high content of fats, cholesterol or sugar were regarded as unhealthy products and products which were neither high on cholesterol etc. nor high on proteins were regarded as neutral products.

CLASSIFICATION OF ADS AS PER THE HEALTH QUOTIENT

TABLE 2

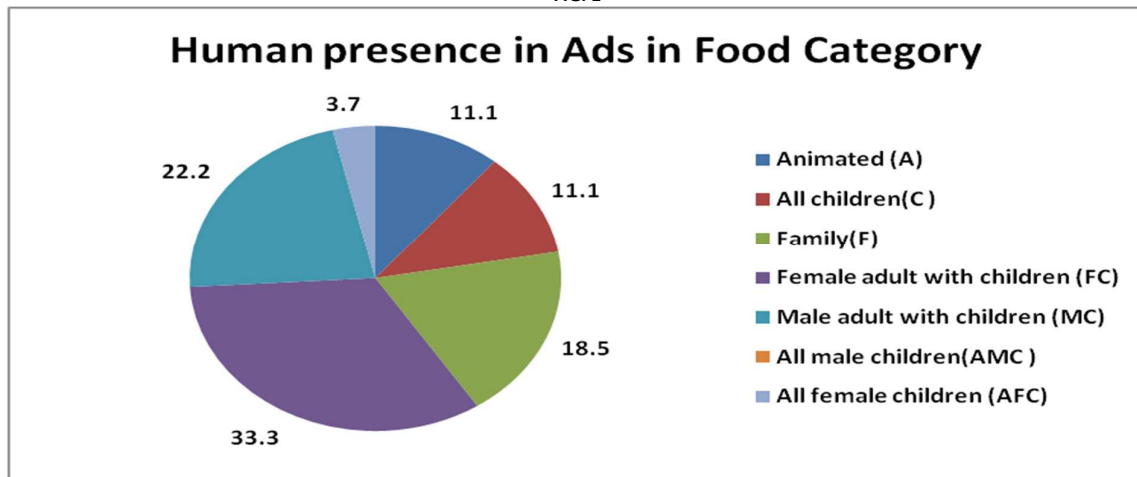
	Drinks	Food	Others	Total
Classification				
Healthy	18	17	1	36
Unhealthy	1	10	11	22
Others	3	0	1	4
TOTAL	22	27	13	62

CATEGORIZATION ON THE BASIS OF HUMAN PRESENCE IN THE ADS

By looking at the ads that were analyzed, it was inferred that in the food category majority (38.3%) of the ads featured female adults with children followed by the whole family. This can be supported by the fact that in India, mothers are considered to be the ones that take care of a child's nutritional requirements and decide on the food requirements of her child. The advertisers have basically tried to persuade the decision maker of the family i.e. mothers. 18.5% of the ads show families whereby it indicates that nutritional benefits is important for the entire family and not just the kids of the family.

HUMAN PRESENCE IN ADS IN FOOD CATEGORY

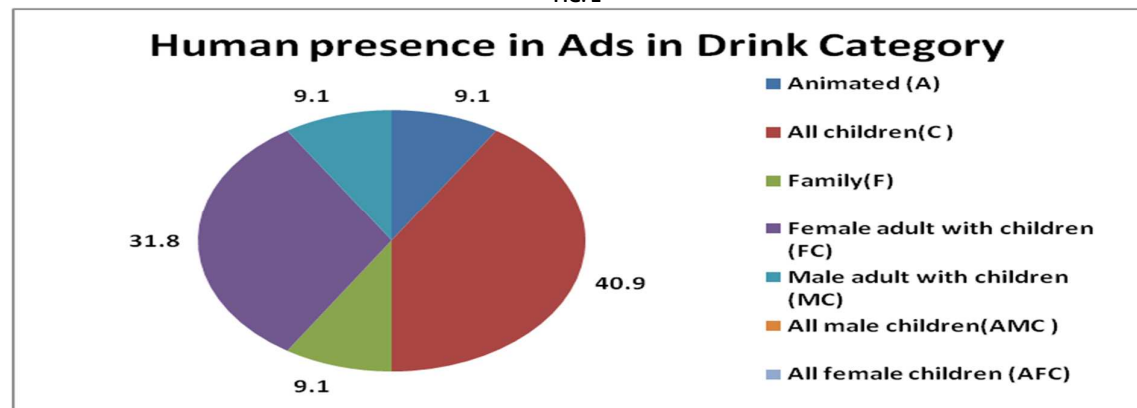
FIG. 1



In the drinks category, 9 out of 22 (40.9%) of the advertisements show all children including both male and female kids in the ads followed by 7 (31.8%) ads having female adult with children. This is substantiated by the observation that health drinks talk about overall development of the child in which they compare healthy and active child with his peers. This requires all children or concerned mothers as a cast support.

HUMAN PRESENCE IN ADS IN DRINK CATEGORY

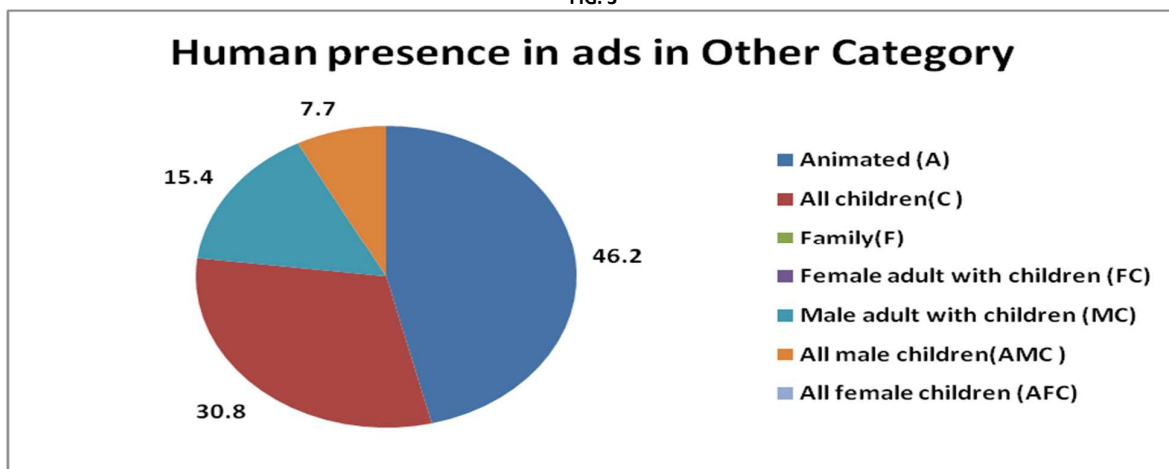
FIG. 2



With the advent of technology, advertisers have realized the increasing ability of animated characters and videos for attracting and retaining attention of the young minds of kids who get attracted to cartoons and fantasy world. 6 out of 13 (46.2%) of the advertisements analyzed in the other category used animation in their ads followed by 4 (30.8%) of the ads having all children. No family or female adult with children were used in any of the ads in other category.

HUMAN PRESENCE IN ADS OF OTHER CATEGORY

FIG. 3



Categorization on the basis on place settings in the ads.

Looking at the place setting used in all the advertisements in food category analyzed, it can be noticed that more than half (51.9%) of the ads in the food category were shot at home (indoor or outdoor). This setting is followed by outdoor /natural settings and scenery. Schools, Sports and Events and Cartoon were used only in 3 out of 11.1% of the total advertisements analyzed. This is substantiated by the fact that mostly food ads include female (mothers) and for which home suits as best.

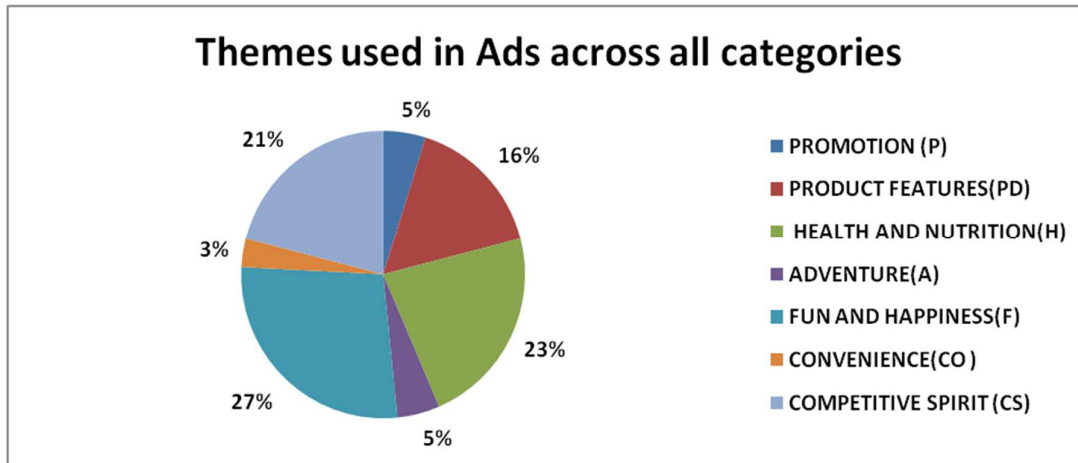
To study the themes depicted in the advertisements and to find out if they are dependent on the categories of product advertised.

Out of all the ads analyzed, the most commonly depicted themes were of fun / happiness, health and nutrition, competitive spirit and product features among others. Among the seven themes used in the advertisements for children food and beverages product 'Fun and Happiness' and 'Health and Nutrition' are the most prevalent with together having a 50% share of the total. Promotion and convenience form the bottom two with 5 and 3% share. It hints to the fact that children

are lured more by the fun and happiness aspect and mothers who are the buyer are influenced by the health and nutrition aspect of advertisements hence these are the most prevalent themes used in these ads.

THEMES USED IN ADS ACROSS ALL CATEGORIES

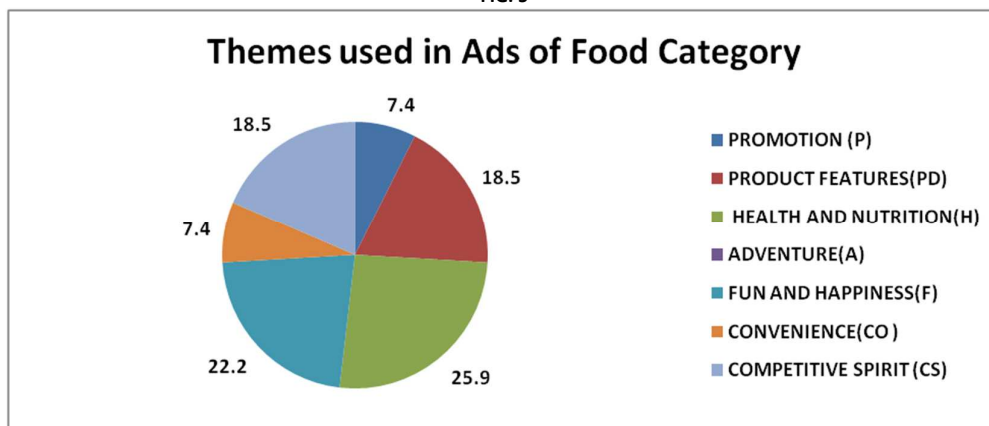
FIG. 4



A total of seven themes that were found six were present in the Food category, Adventure was not found in any of the advertisements. This gives a hint that advertisers do not give priority to adventure when it comes to food category. Among the adds analyzed 27 were of food category products, and out of them health and nutrition had the maximum percentage weight age i.e. 25.9%. Weight age of Fun and happiness came out to be 22.2%. So out of the six themes present around 50% ads had health and fun as the main focusing themes. Themes like convenience and promotion had a very low impact of 7.4%. Competitive spirit and product features had equal weight age of 18.5%.

THEMES USED IN FOOD CATEGORY

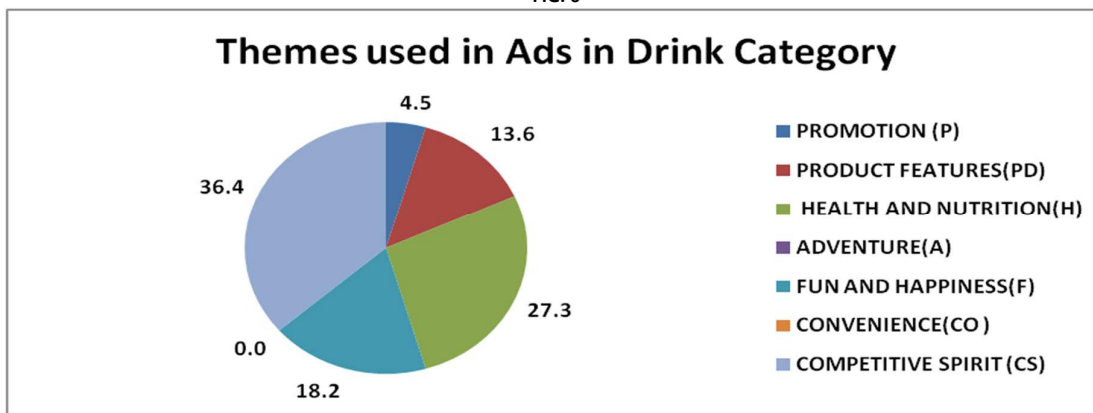
FIG. 5



A total of 22 products were found in this category out of the total 62 advertisements. As six out of seven themes were present in the food category the same goes for the drink category as well, Adventure as a theme did not played any role. In drinks category the presence of health and nutrition ads was 27.5% as compared to 25.9% in food category. The major difference observed was the percentage of competitive spirit theme which came out to be 36.4%. This shows that advertisers focus more on themes of competition and health benefits which if clubbed together had a percentage of 63.7%. Promotion played a minor role of 4.5%.

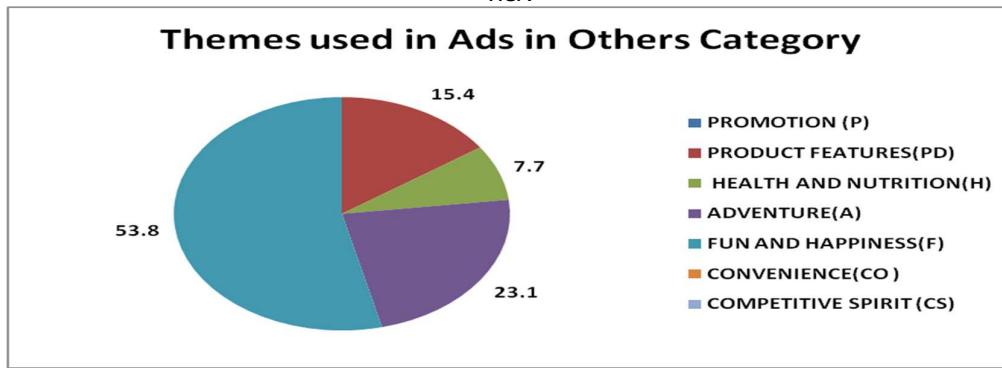
THEMES USED IN ADS OF DRINK CATEGORY

FIG. 6



A total of 13 ads were found in this category of theme out of the total of 62 ads. Four out of seven themes were found in the others category. This category was dominated by the theme focused on Fun and Happiness which was 53.8%. Promotion; convenience and competitive spirit were not found in any of the advertisement. This shows that themes like competitive spirit which played a vital role in the drink and food category had no role in the others category. In this category the least importance was given to the themes based on health and nutrition i.e. only 7.7% themes focused on nutritional benefit.

FIG. 7



To test whether the themes of advertisement were depended of the type of product we carried out a chi square test. The null hypothesis and alternate hypothesis were build as follows:

Ho: The themes of ads used and product category are independent of each other

H₁: The themes of ads used and product category are dependent of each other

CHI-SQUARE TABLE

TABLE 3

Observed Frequency	Expected Frequency	Fo-Fe	(Fo-Fe) ²	(Fo-Fe) ² /Fe
2	0.87096774	1.12903226	1.274714	1.463560335
5	2.17741935	2.82258065	7.966961	3.658900836
7	3.0483871	3.9516129	15.61524	5.122461171
0	0	0	0	0
6	2.61290323	3.38709677	11.47242	4.390681004
2	0.87096774	1.12903226	1.274714	1.463560335
5	2.17741935	2.82258065	7.966961	3.658900836
1	0.35483871	0.64516129	0.416233	1.173020528
3	1.06451613	1.93548387	3.746098	3.519061584
6	2.12903226	3.87096774	14.98439	7.038123167
0	0	0	0	0
4	1.41935484	2.58064516	6.659729	4.692082111
0	0	0	0	0
8	2.83870968	5.16129032	26.63892	9.384164223
0	0	0	0	0
2	0.41935484	1.58064516	2.498439	5.957816377
1	0.20967742	0.79032258	0.62461	2.978908189
3	0.62903226	2.37096774	5.621488	8.936724566
7	1.46774194	5.53225806	30.60588	20.85235732
0	0	0	0	0
0	0	0	0	0
		Chi Square Calculated		84.29032258
		Chi Square Critical		21.026

Chi Square calculated comes out to be: **84.29**

Chi Square Critical (at 5% level of significance) came out to be **21.026**

As the Chi Square Calculated is more than critical the value lies outside the acceptance region and hence we reject the null hypothesis.

Hence we can say with **95% confidence that there is a dependence of themes on the product categories used.**

To study different message appeals used in ads like emotional rational / informative or moral.

The ads were divided into three categories based on the message appeal used in these advertisements. The three appeals are Rational, Emotional and Moral. The ads which depicts more of the products benefits like taste, health etc were regarded as having Rational Appeal and products depicting more of irrational things like happiness, fun etc and were not explicitly talking about the product itself were regarded as having an Emotional Appeal. Ads which were depicting some kind of social cause and were not for selling a particular brand were regarded as having Moral Appeal.

In our study Rational and Emotional Appeal features almost equally being featured in 32 (51%) and 29 (47%) ads respectively. Moral Appeal appears only in 1 ad. This depicts that both Rational and Emotional themes attract children equally.

The trend remains same in both 'food' segment as well as 'drink' segment. In 'others' segment however 69% of the times rational appeal is used.

CONCLUSION

It is evident from the study that themes like 'Fun and Happiness', 'Health and Nutrition' and 'Competitive spirit' appears in majority of the advertisements. It depicts that convenience, promotional offers and adventure does not lure children as much as the above said themes do. The study also indicates that there is dependence of themes used on different kind of product categories.

Results of this study also suggest that both the major message appeals i.e. Rational and Emotional appear equally across all the advertisements. It also depicts a trend of the human presence in the advertisements. More than half of the ads feature either mother with her child or the child alone. Unlike the popular belief that unhealthy products are advertised more on television the study shows that more than half of the products advertised were healthy products.

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ANNEXURES

TABLE 4: DIFFERENT ADDS CHOSEN AND THEIR DIFFERENT CATEGORIES

Product	CATEGORY	NUTRITION	PLACE SETTINGS	HUMAN IN ADS	THEME	THEME 2	MESSAGE APPEAL
Aashirwad Ata	F	H	H	AFC	CS	CS	E
Amul Butter	F	H	H	FC	PD	PD	R
big babool	O	U	O	C	F	F	E
Boomer	O	U	H	A	F	F	R
Boomer Chocolate	O	U	C	A	A	A	R
Boost	D	H	SE	MC	CS	CS	E
Bournvita Dance	D	H	H	FC	H	H	E
Bournvita Kabir	D	H	S	C	CS	CS	E
Bournvita Little chams	D	H	H	FC	CS	H	R
Britania Cakes	F	U	S	C	PR	PR	E
Bubballo	O	U	O	A	A	A	R
Cadbury Gems	O	U	S	C	F	PR	R
Calcium Sandoz	O	H	O	A	H	H	R
Candy man	O	U	O	MC	F	F	E
Coffee bite	O	U	O	MC	F	F	E
Complain Latke Raam	D	H	S	C	CS	H	R
Complain Shaahid	D	H	H	FC	H	H	E
Cooperative Milk	D	H	H	F	H	H	M
Dabur Chayvanprash	F	H	SE	MC	CS	CS	E
Dabur Hajmola old	O	O	H	AC	F	F	E
Dabur Honey	F	H	O	FC	PD	CO	R
Dairy Milk Poppers	O	U	C	A	F	F	R
Dhara	F	H	H	F	F	F	E
Dominoz	F	U	H	MC	PR	PR	E
Glucon D	D	H	SE	A	H	H	R
Goodday confession	F	U	H	F	PD	PD	R
Horlicks Junior	D	H	C	A	H	H	R
Horlicks Shake	D	H	H	C	F	PD	E
Horlicks Taller	D	H	O	C	CS	CS	R
Horlicks Wiz kids	D	H	O	FC	F	F	R
Jim Jam Jammy	F	U	SE	MC	F	F	E
Kelloggs chocos	F	H	H	FC	H	H	R
Kelloggs Chocos Duet	F	H	C	A	F	PD	R
Kelloggs honey loop	F	H	C	A	F	PD	R
Kissan Jam	F	U	H	FC	PD	PD	R
Kissan Squeezao	F	U	H	C	CO	CO	R
Knor Soup	D	H	H	FC	H	H	E
Knor souppy Noodles	F	U	H	FC	H	PD	E
Lion Date Syrup	D	H	H	C	CS	CS	R
Maggi Atta Noodles	F	U	H	FC	H	H	R
Maggi Pasta	F	U	H	F	F	H	E
Maltova 1	D	H	S	C	PD	PD	E
Maltova 2	D	H	H	C	PR	PR	E
Mango Fruity	D	U	O	C	F	F	E
Milk Shakti	D	H	SE	MC	CS	CS	R
Milky Bar	O	U	C	A	A	A	R
Milo foot ball	D	H	SE	C	CS	F	E
Nestle éclairs	O	U	O	C	PD	PD	R
Nutrella Oil	F	H	H	F	CS	CS	R
Parle G Old	F	H	O	MC	H	H	E
Parle G Painting	F	H	S	FC	CS	CS	E
parle poppins	O	U	O	C	PD	PD	R
Rasna Fruit plus	D	O	H	FC	F	PD	R
Rasna Old	D	O	H	FC	PD	PD	E
Roohafza	D	O	O	F	PD	CO	E
Sundrop Old	F	H	C	A	H	H	E
Sunfeast Glucose Biscuit	F	H	S	MC	CS	CS	R
Sunfeast Pasta treat	F	U	H	MC	CO	CO	R
tata Salt 2	F	H	O	C	F	F	E
Tata Salt Pizza	F	H	H	F	PD	PD	E
Tiger biscuit	F	H	O	FC	H	PR	R
Tiger biscuit plain	F	H	SE	FC	H	CS	R

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