

1. BASIC PROJECT INFORMATION

Brand Name:_____

Project / SKU Name (if any):

Category / Sub-category:

Market / Geography: (India / APAC / Global / Specific country)

Project Type

- New Launch
- Renovation / Refresh
- Line Extension
- Cost Optimization
- Pack Size Change
- Regulatory Change

Proposed Launch Timeline:_____

Critical Milestones (if fixed):

2. BUSINESS & BRAND OBJECTIVE

Primary Objective of the Project:

(Example: premiumization, affordability, sustainability, shelf impact, e-commerce readiness, etc.)_____

Business Goal:

- Market Share Growth
- Cost Reduction
- Trade Push
- New Consumer Acquisition
- Portfolio Harmonisation

Success Criteria (How will success be measured?):

(Example: cost target achieved, improved shelf visibility, consumer feedback, speed to market)_____

3. TARGET CONSUMER & USAGE CONTEXT

Target Consumer Profile:

- Age Group:_____
- Gender:_____
- Income /SEC:_____
- Urban / Rural /Metro:_____

Consumer Need / Insight (if available):

(What problem does this packaging need to solve

Usage Environment:

- Home
- On-the-go
- Professional / Institutional
- Travel
- Gifting

Key Consumer Touch points:

- Retail Shelf
- E-commerce
- Q-Commerce
- Modern Trade
- General Trade

4. BRAND GUIDELINES & VISUAL CUES

Brand Positioning:

(Example: Mass / Masstige / Premium / Luxury)

Brand Personality Keywords:

(Example: Clean, Trustworthy, Bold, Playful, Scientific, Natural)_____

Existing Brand Guidelines Available:

- Yes (Attach separately)
- No

Mandatory Brand Elements:

- Logo

- Brand Colors
- Typography
- Icons / Symbols
- Claims / Badges

Competitive Benchmarks (Attach images if possible):

- Brand1:_____
- Brand2:_____
- Brand3:_____

5. PACKAGING STRUCTURE REQUIREMENTS

Primary Pack Type:

- Bottle
- Jar
- Tube
- Pouch
- Blister
- Carton
- Tin
- Flexible Pack

Pack Format Preference:

- Cylindrical
- Rectangular
- Custom Shape
- Existing Mould to be Used

Pack Size(s): (List all SKUs with volumes/weights)

Closure / Dispensing System:

- Screw Cap
- Flip Top
- Pump
- Dropper
- Spray
- Tear Notch

Functional Requirements:

- One-hand use
- Refill compatible

- Child-resistant
- Tamper Evident

6. MATERIAL & SUSTAINABILITY GUIDELINES

Preferred Material(s):

- PET
- HDPE
- Glass
- Aluminum
- Paperboard
- Mono-material
- PCR Content (Specify % if known)

Sustainability Direction:

- Lightweighting
- Recyclable
- Reusable
- Compostable
- PCR usage
- No specific requirement

Regulatory / Compliance Requirements:

(Example: FSSAI, CDSCO, EU, FDA, recycling symbols)

7. MANUFACTURING & SUPPLY CHAIN CONSTRAINTS

Existing Vendors to be Used:

- Yes
- No

If yes, list vendors:_____

Filling Line Constraints:

(Example: neck finish, height restriction, max diameter)

Logistics Considerations:

- Pallet optimisation
- Breakage risk
- Temperature sensitivity

Cost Target (if available):

- Primary pack cost:_____

- Secondary pack cost:_____

9. E-COMMERCE & VISUALIZATION REQUIREMENTS

E-commerce Usage:

- Yes
- No

Special Requirements for Online Channels:

(Example: readability, durability etc)

10. PROJECT DELIVERABLES EXPECTED FROM PACKAGING TEAM

- Structural Concepts
- 3D Visuals / Renders
- Technical Drawings
- Material Recommendations
- Costing Support
- Vendor Feasibility Support
- Pilot / Trial Support

12. ADDITIONAL INFORMATION / REFERENCES

(Attach any mood boards, previous packs, inspiration links, consumer research, etc.)_____

SIGN-OFF

Prepared By:

Function:

Date