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## Mondelez India expands its presence into the morning snacking space with Bournvita Fills



**INDIA – August 27, 2020** – Mondelez India, the makers and bakers of some of India’s favourite snacking brands – Cadbury Dairy Milk, Bournvita, Oreo, etc., today announced that it will further expand its morning snacking presence, with the launch of **Bournvita Fills**. The company is expanding its legacy and much-loved brand – Bournvita into the morning snacking space – another foray after Bournvita Biscuits. This innovative new avatar of Bournvita, is a nourishing morning snack which provides the nutritional benefits of Bournvita of strong bones, strong muscles and active brain and fuelling the morning snacking needs of the nation.

Commenting on the launch, **Deepak Iyer, President – India, Mondelēz International**, said, “For more than 70 years, our products have delighted consumers, both at an emotional and a functional level. Bournvita continues to play a crucial and trusted role in consumers lives. A few

years back, the brand extended successfully into Morning Snacking occasion with the launch of Bournvita Biscuits. Today as part of same strategy the brand is expanding its presence in the Morning Snacking occasion through the launch of Bournvita Fills – an easy to eat and nutritious snack that can be had with or without milk. We see tremendous opportunity for this product and are excited about the role it will play in the lives of our consumers.”

**Inderpreet Singh, Associate Director – Marketing (Gums, Candies, Beverages & Meals), Mondelez India** added, “Bournvita has been one of India’s most trusted brands, for more than 70 years now, and it continues to meet the nutritional needs of the nation with an array of offerings. Banking on the brand’s equity and trust, the launch of Bournvita Fills is yet another wholesome offering that will add value to the lives of our consumers through its nutritional composition & delicious taste – especially in today’s day and age when consumers are increasingly leaning towards snacking options that are healthier.”

With Bournvita Fills, the company is not only offering consumers more choice but also empowering them to snack right, bringing alive the company’s mission to provide the right snack, for the right moment, made the right way. Continuing to rely on India’s much loved and trusted brand Bournvita’s 70 years old legacy, Mondelez India aims to continue to ride the wave of innovation by introducing such offerings and adding to its progressive snacking portfolio.

The launch will be supported by a high decibel integrated marketing campaign, devised to garner maximum awareness on the new product. Bournvita Fills is priced at Rs. 10 for a small pack (18 gms) and Rs. 170 for a large pack (250 gms) and is all set to hit the shelves in the markets of Andhra Pradesh, Telangana and Maharashtra in the initial phase, followed by a pan-India launch in the coming months.

### **About Mondelēz International**

Mondelēz International, Inc. (NASDAQ: MDLZ) empowers people to snack right in over 150 countries around the world. With 2019 net revenues of approximately \$26 billion, MDLZ is leading the future of snacking with iconic global and local brands such as *OREO*, *beVita* and *LU* biscuits; *Cadbury Dairy Milk*, *Milka* and *Toblerone* chocolate; *Sour Patch Kids* candy and *Trident* gum. Mondelez International is a proud member of the Standard and Poor’s 500, Nasdaq 100 and Dow Jones Sustainability Index. Visit [www.mondelezinternational.com](http://www.mondelezinternational.com) or follow the company on Twitter at [www.twitter.com/MDLZ](https://www.twitter.com/MDLZ).

## About Mondelez India Foods Private Ltd.

Mondelez India Foods Private Limited (formerly Cadbury India Ltd.) has been present in India for over 70 years. The company introduced *Cadbury Dairy Milk* and *Bournvita* in India in 1948 and since then has been a leader in the chocolate category in the country. Part of Mondelēz International, the company operates in the chocolate, beverages, biscuits and candy categories in India with brands like *Cadbury Dairy Milk*, *Cadbury Dairy Milk Silk*, *Cadbury Celebrations*, *Cadbury Bournville*, *Cadbury 5 Star*, *Cadbury Perk*, *Cadbury Fuse*, *Cadbury Gems*, *Cadbury Bournvita*, *Cadbury Spready*, *Tang*, *Cadbury Oreo*, *Bournvita Biscuits*, *Halls* and *Cadbury Choclairs Gold*, etc. Headquartered in Mumbai, the company has sales offices in New Delhi, Mumbai, Kolkata and Chennai and manufacturing facilities at Maharashtra, Madhya Pradesh, Himachal Pradesh, and Andhra Pradesh, in addition to a global Research & Development Technical Centre and Global Business Hub in Maharashtra and a vast distribution network across the country.

