

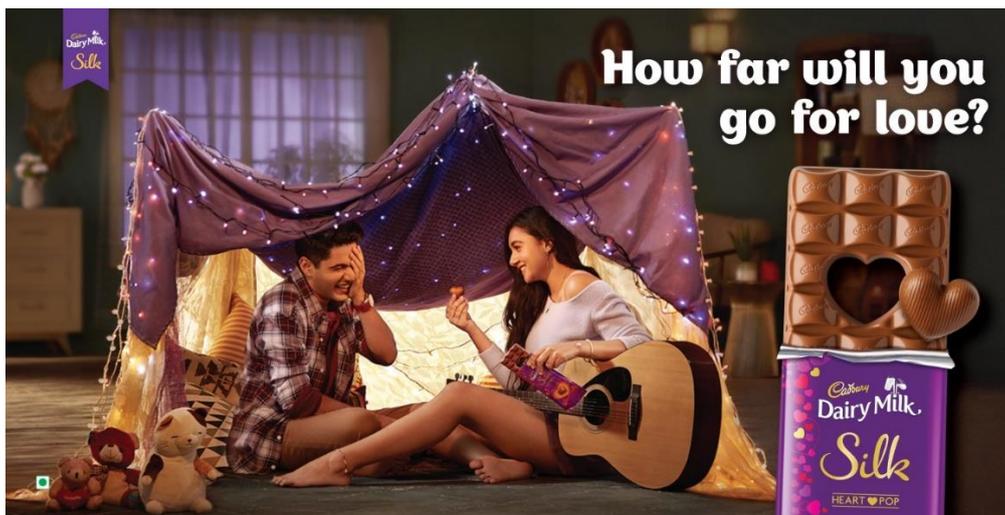


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This Valentine's Day Cadbury Dairy Milk Silk is inspiring you to Go Far For Love!

Apart from just Cadbury Dairy Milk Silk and exciting eCommerce offering, other much-loved brands of Mondelez India – OREO and Cadbury 5Star, are also celebrating V-Day in their own unique ways



INDIA – February 11, 2021 – Mondelez India, the makers and bakers of some of India's iconic snacking brands, is back with some memorable stories of celebrating innocent, playful & magical love this Valentine's Day with its most iconic brand **Cadbury Dairy Milk Silk**. Over the years, the company has built and led the occasion through its concerted marketing efforts and gifting innovations, and this year is no different! From 'Say it with Silk' to '**How Far Will You Go For Love?**', India's favourite premium chocolate brand aims to ensure that consumers don't have to look too far for love to strike the romantic chord this season.

Anil Viswanathan, Senior Director, Marketing (Chocolates), Insights and Analytics, Mondelez India, said, "Being synonymous with Valentine's Day for almost a decade, Cadbury Dairy

Milk Silk has been inspiring consumers to celebrate the season of romance and making the day count in their love story. Cadbury Dairy Milk Silk has built and strengthened consumer love and connect with youth in India through relevant storytelling and personalised offerings. Our recent campaign “How Far Will You go for Love” was received very well, winning consumers hearts especially with Gen Z strengthening overall brand appeal and emotional connect with this audience. Valentine’s Day is an important day in our consumer’s life, and they believe in making the day count. They know that words often fall short to express their deepest emotions for the dear ones in their lives and they share a special bond with Cadbury Dairy Milk Silk to express themselves.”

The theme for this year’s Valentine Day was to make expected, unexpected by going far for Love! So, this season of love, Cadbury Dairy Milk Silk will be inspiring young hearts and spark the magic of romance with six heart tugging stories. Whether you are asking out for the first time, new in a relationship or been long in a relationship – there is something for everyone. These stories are especially designed for today’s digital natives – created keeping in mind consumer affinities/interests on social media. From movie lovers, fashionistas to sports buffs, musical souls and shopaholics, there is a story of pure uninhibited gesture of love designed especially for you.



- [Cadbury Silk – Your Shade of Love](#) ♥
- [Cadbury Silk – Love in Store](#) ♥
- [Cadbury Silk – The Extra Mile for Love](#) ♥
- [Cadbury Silk – The Love Premiere](#) ♥
- [Cadbury Silk – Love is in the Air](#) ♥
- [Cadbury Silk – The Tune of Love](#) ♥

Additionally, the brand has created a [Cadbury Silk Heart Pop Alexa skill](#). Now consumers can celebrate the month of love with Alexa by just enabling the skill and making the day even more special. Just say ‘*Alexa, tell me ways to go far for love.*’ and get Cadbury Dairy Milk Silk’s recommendations of romantic ideas, gestures to surprise and delight your partner, and prompts to even add Silk Heart Pop to your shopping cart as the perfect gift for the occasion. Through a

partnership with Bobble AI, the world's first conversation media platform – Cadbury Dairy Milk Silk has also created some Valentine-themed stickers, GIFs and BigMojis for consumers looking to express their love as part of their conversations on chat platforms. Further adding some rhythm and tunes to the V-Day, the brand is leveraging Spotify to launch a music playlist '[Cadbury Silk Valentine's Collection](#)'. First of its collaboration to make valentine experience truly special, all the Silk Heart Pop bars packs have Spotify scannable code, which leads the user to a curated romantic playlist on Spotify upon scanning.

Joining the V-Day wagon, two of Mondelez India's much-loved brands – OREO and Cadbury 5Star, are also celebrating the occasion in their own unique ways, with OREO's [#ChocolateyCrunchyGift](#) and Cadbury 5Star's [#EscapeVDay](#) initiatives. Having built and led the occasion of Valentine's Day through its concerted marketing efforts and gifting innovations, over the years, Mondelez India has also been making strides in e-commerce, creating new shopping opportunities through personalization and gifting platforms. This year, apart from offering a plethora of gifting choices, the company is further strengthening the connect with consumers through online-exclusive gift packs, enhanced user engagement and personalization at scale.



About Mondelez International

Mondelez International, Inc. (Nasdaq: MDLZ) empowers people to snack right in over 150 countries around the world. With 2020 net revenues of approximately \$27 billion, MDLZ is leading the future of snacking with iconic global and local brands such as OREO, belVita 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 or follow the company on Twitter at 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 Mondelez International, the company operates in the chocolate, beverages, biscuits and candy categories in India with brands *Cadbury Dairy Milk*, *Cadbury Dairy Milk Silk*, *Cadbury Celebrations*, *Cadbury Bournville*, *Cadbury 5Star*, *Cadbury Perk*, *Cadbury Fuse*, *Cadbury Gems*, *Cadbury Bournvita*, *Cadbury Spready*, *Tang*, *Cadbury Oreo*, *Bournvita Biscuits*, *Bournvita Fills*, *Cadbury Chocobakes*, *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.

