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OREO makes joyful difference to the lives of 30,000 under-privileged kids with #OreoPlayPledge

Records a whopping 2 Mn+ pledges, from consumers, in just over a month

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OREO, the world's #1 and one of India's favourite cookie brands, recently took the internet by storm, with its latest campaign

#OreoPlayPledge.

This campaign inspires families to



embrace playful connections, by taking a pledge to create and cherish the much-needed moments of fun with their loved ones. Since its launch in January this year, the campaign has inspired thousands of families to take a step and make the change, resulting in more than **2 Million+** pledges being recorded on the [#OreoPlayPledge](#) microsite as well as across the brand's social media platforms. As part of this campaign, OREO has also partnered with **Save The Children India, to provide 30,000** learning kits to the under-privileged. These kits are designed to enable education and wholesome development of children, across 100+ government schools and about 70 ICDS centres.

Commenting on the campaign's success, **Sudhanshu Nagpal, Associate Director – Marketing (Biscuits), Mondelez India**, said, "As one of the country's much-loved brands, OREO has always strived to spark playfulness and inspire stronger connections. OREO's purpose through this campaign was also to urge people to finally take action and make them understand that 'the more you stay

playful, the more you connect', and it's thrilling to see that it struck the right chord with the consumers – 2 Mn+ pledges and counting, is a testimony of this. The most heartening part of this campaign is not just that we nudged our consumers to take the Oreo Play Pledge, but also that we could enable play in 30,000 underprivileged children's lives, by providing playful learning kits to them – thus creating small but meaningful positive impact.”

During the launch of the campaign, OREO on boarded the father-daughter duo – former team India Cricket captain, **MS Dhoni** and his daughter, **Ziva Dhoni**. Given their loving relationship and playful chemistry, they turned out to be the best partners to inspire the audiences to join the bandwagon of #OreoPlayPledge, so much so that the campaign recorded 10 Mn views within just 2 days, on Youtube alone.

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.

