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Mondelez India Launches ‘Cadbury Dairy Milk Silk Mousse’ The Richest Tasting Silk Ever, With A First Of Its Kind Indulgent Experience



INDIA – January 15, 2021 – Mondelez India, the makers and bakers of some of the country’s favourite snacking brands – Cadbury Dairy Milk, Bournvita, Oreo, etc., today announced the launch of yet another unique product innovation under its premium chocolate segment, **Cadbury Dairy Milk Silk Mousse**, kick-starting the New Year on a premium chocolatey note. This latest entrant from the house of Cadbury Dairy Milk Silk offers a decadent combination of light, micro-aerated mousse filling inside a smooth and creamy Cadbury Dairy Milk Silk chocolate bar, which is sure to take over the consumer palate, with the first of its kind luxurious taste experience for their moments of self-indulgence.

Commenting on this new launch **Anil Viswanathan, Senior Director, Marketing (chocolates), Insights and Analytics, Mondelez India**, said, “With new product innovation as one of the cornerstone of our growth strategy, Cadbury Dairy Milk Silk has always stood for the best taste of chocolate in the country, pioneering an assortment of first of its kind experiences for the consumers. With its light texture of the mousse centre filling whisked to perfection, Cadbury Dairy Milk Silk Mousse is the

ultimate indulgent experience that is sure to delight our consumers who are always on the lookout for unique and innovative experiences. We believe that this innovation created in line with our efforts to redefine the chocolate eating experience will help us further capitalize on the premium segment as we expand our snacking footprint in the country.”

After fortifying its premium chocolate credential with an array of successful launches like India’s first ‘center-filled’ Chocolate – Cadbury Dairy Milk Silk Caramello, India’s first ‘aerated’ Chocolate – Cadbury Dairy Milk Silk Bubbly, global innovation bundles like Cadbury Dairy Milk Marvellous Creations, and the most recent unique eat experiences like Cadbury Dark Milk, Cadbury Dairy Milk Silk Oreo & Cadbury Dairy Milk Silk Oreo Red Velvet, Cadbury Dairy Milk Silk Mousse further takes the brand’s innovation prowess a notch higher rooted in deep consumer insights and global expertise in chocolate.

With deliciousness in every scoop, Cadbury Dairy Milk Silk Mousse is crafted using Micro Aeration technology. The new The new decadent bundle from Cadbury Dairy Milk Silk is being launched with a high intensity multi touch-point IMC campaign

#ScoopIntoChocolateHeaven at the back of a film on TV & digital platforms, social media influencer strategy, impactful in-store visibility, on-ground & outdoor activation. Priced at Rs. 80 and Rs. 175, Cadbury

Dairy Milk Silk Mousse is all set to give chocolate lovers an eat experience full of indulgence unlike any they've tasted before!

Link to the TVC: https://youtu.be/IIYM2Vc_IWw

About Mondelez International

Mondelez 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 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 Mondelēz 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.

