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## Mondelez India Expands the Milk Food Drink Offering, With the Launch of All-New Cadbury Oreo Milkshake Mix

In line with the company's efforts to extend much-loved power brands like Cadbury and Oreo into relevant categories to meet evolving consumer palates



**INDIA – May 03, 2021** – Mondelez India, the makers and bakers of some of India's favourite snacking brands – Cadbury Dairy Milk, Cadbury Bournvita, Oreo etc., today launched an all new product innovation – **Cadbury Oreo Milkshake Mix**. After unique product launches like Cadbury Dairy Milk Silk Oreo, Cadbury Dairy Milk in Lickables, Oreo Cadbury Dipped etc., this new product marks the coming together of two of Mondelez International's power brands – Cadbury and Oreo, yet again. Through this launch, Mondelez India brings the best of both and aims to offer its consumers a distinctive indulgent experience.

Commenting on this latest innovation, **Inderpreet Singh, Associate Director – Marketing (Beverages, Meals, Candies and Gums), Mondelez India**, "The indulgent Milk Food Drink category is evolving in India, given that in-home snacking has taken precedence, as consumers are spending

more time at home, with their families or just by themselves. As we continue to ‘empower people to snack right’, we are focussed on providing the right snack, for the right moment, made the right way, through innovations such as these that cater to the evolving consumer needs. With the launch of Cadbury Oreo Milkshake Mix, we are bringing together two of the most trusted brands in the country, making us confident that this will make for a perfect indulgent drink, as consumers look for ways to indulge in or create unique eat experiences within the comfort of their homes, with their families and loved ones.”

This launch will be supported by strategic investments in trade visibility, promotions and Sampling. Priced at Rs. 175 for 200 gms, Cadbury Oreo Milkshake Mix will exclusively be available in modern trade and on e-commerce.

### **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](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 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.

