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Mondelez India Launches Bournvita Crunchy

- With a crunchy bite of Wholegrains & Berries, the company is further strengthening its 'better for you' product offering
- With this launch, the company is further expanding its iconic brand – Cadbury Bournvita, after Bournvita Biscuits and Bournvita Fills

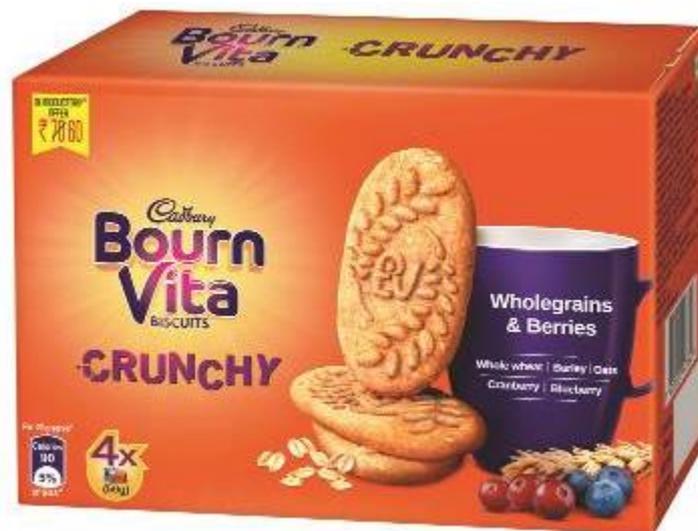


INDIA – December 16, 2020 – Mondelez India, the makers and bakers of some of India's favourite snacking brands – Cadbury Dairy Milk, Bournvita, Oreo, etc., today announced its expansion into the wholesome biscuits segment with the launch of **Bournvita Crunchy**. With this new launch – '**A Crunchy Bite of Wholegrains & Berries**', the company is further strengthening its 'Better for You' product offering, fulfilling the constantly evolving snacking needs of consumers looking for a balanced indulgence. Bournvita Crunchy will be available on shelves, across the country, from mid-December 2020.

Commenting on this new launch **Sudhanshu Nagpal, Associate Director – Marketing (Biscuits), Mondelez India** said, "As per our recently released State of Snacking™ Report, most Indian adults say they are snacking more today, than before. Given the unprecedented times, health and hygiene has become very important for our consumers and they are looking up to their trusted snacking brands for nourishment and wellbeing. Taste continues to remain an important factor for our consumers, as they choose snacks to create eat experiences with their families, at home. Bournvita Crunchy brings together the best of our global category expertise and innovation with these local insights and experience.

Our endeavour has always been to provide unique eat experiences and a broad range of product offerings to our consumers – from indulgent to wholesome. Our latest launch – Bournvita Crunchy, is in line with this commitment and we’re confident that this wholesome product will provide our consumers with a ‘guilt-free’ snacking experience.”

Bournvita Crunchy will be yet another addition to the ‘better for you’ product from Mondelez India, that includes products like Cadbury Dairy Milk – 30% Less Sugar, Bournvita Biscuits, various portion control Home Treat packs etc. Bournvita Crunchy is priced at INR 30 for a tray pack (100 gms) and INR 60 for a carton pack of (200 gms).



The launch will be supported with a high-decibel integrated marketing campaign, including a TVC, in line with Bournvita Biscuits’ much-loved proposition – ‘**No More Excuses**’. Conceptualised by Ogilvy, the TVC funnily breaks down the label of wholesome snacks being boring and reiterates that one can focus on their well-being without compromising on the taste by letting consumers know that ‘**Ab badon ke bhi bahane khatam**’.

Link of the TVC: <https://youtu.be/hUbOeiMFo-M>

Commenting on the TVC, **Akshay Seth, Group Creative Director, Ogilvy India** and **Chinmay Raut, Senior Creative Director, Ogilvy India**, said, “In today’s times, the emphasis on healthy eating has increased manifold. But adults, like children, are equally fussy about healthy eating. The Bournvita Biscuits Crunchy launch gives the brand proposition of #NoMoreExcuses a new dimension by highlighting the child-like behaviour adults exhibit at the mention of wholegrain and how they do a U-turn when they realize that healthy can be tasty.”

Agency Details –

- **Creative Agency:** Ogilvy India
- **Creative Team:** Kainaz Karmakar, Harshad Rajadhyaksha, Sukesh Nayak, Akshay Seth, Chinmay Raut, Bhuvan Bali, Pallavi Pardikar, Aashna Gopalkrishnan
- **Planning team:** Russell John and Sanketa Kapse
- **Account management:** Prakash Nair, Mayuri Shukla, Swapna Divekar and Anjali Negi
- **Media Agency:** Wavemaker India
- **PR Agency:** MSL India

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 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.

