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Mondelez India Sandwiches the Crunch Of OREO, Into the Iconic Cadbury 5Star, Launches the Super-Delightful Cadbury 5Star Oreo

INDIA – March 10, 2021 – Mondelez India, the makers and bakers of some of India’s favourite snacking brands – Cadbury Dairy Milk, Cadbury Bournvita, and Oreo among others, today announced the launch of **Cadbury 5Star Oreo**, strengthening their premium snacking portfolio and empowering consumers with more choice, yet again. This stellar combination of the creaminess and crunchiness of OREO and the chocolatey caramel zest of Cadbury 5Star is a sandwich in a sandwich, which aims to entice



and tantalize the taste buds of the consumers who are constantly exploring newer eat experiences. Layered with chocolate, caramel, Oreo cream and biscuit chunks, each bite of this decadent duo is sure to leave you with a scrumptious lingering taste.

Commenting on this new innovation, **Anil Viswanathan, Senior Director, Marketing (Chocolates), Insights and Analytics, Mondelez India**, said, “As the market leaders in Chocolates and a strong challengers in Biscuits, we have the onus to stay true to our vision of leading the future of snacking by providing consumers with the right snack, for the right moment, made the right way. With this launch, we intend to accelerate the growth momentum of our premium portfolio and focus on

agile innovations to stay ahead of the evolving demand curve. We believe that Cadbury 5Star Oreo is truly a cross pollination of two forever young brands of the iconic Chocolate and Biscuit category which will further expand Cadbury 5Star's repertoire and take its stance in the countline segment a notch higher. This innovation is a testimony of our coherent efforts of extending Cadbury's equity beyond the bar; helping us explore snacking adjacencies and increasing consumer relevance in the snacking domain."

The launch of the multi-textured Cadbury 5Star Oreo will be supported by a 360-degree integrated marketing communication, which includes strong digital, innovative outdoor, solid in-store visibility and engagement building influencer activity. Priced at Rs. 35, Cadbury 5Star Oreo is all set to bring the most delicious and crunchy indulgence experience ever.

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.

