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Mondelez India Brings the Iconic Cadbury Dairy Milk Taste in A Centre-Filled Lollipop; Launches Cadbury Dairy Milk Lolly



INDIA – April 14, 2021 – Mondelez India, the makers and bakers of some of India’s much-loved snacking brands – Cadbury Dairy Milk, Bournvita, and Oreo among others, today sets foot into the fast-growing and extremely innovative sub-segment in the confectionery category – Lollipops, with the launch of **Cadbury Dairy Milk Lolly**. With this foray, the company is entering a white space in the category of being the only Chocolate Lollipop in India. With much-loved Cadbury Dairy Milk chocolate, enrobed in yummy caramel casing, this latest entrant will offer consumers a unique indulgent experience.

Commenting on this latest innovation, **Inderpreet Singh, Associate Director – Marketing (Beverages, Meals, Candies & Gums), Mondelez India** said, “Our play in the Candy category dates back to over 50 years from now, and has garnered umpteen consumer love as we continue to be the pioneers in providing the best eat experiences to the consumers. This innovation is another testament to our coherent efforts of penetrating deeper into markets and striking the right chord

with the continuously evolving consumer palate. Cadbury Dairy Milk Lolly being the only chocolate lollipop in the segment provides the brand with an opportunity to strengthen its foothold in the category and stay true to its vision of proving consumers with more choice. By uniting India's much-loved and most trusted -Cadbury Dairy Milk's strong equity and legacy in a new avatar, we are all set to conquer hearts yet again and further solidify our stance in the myriads of snacking options in the country."

The launch will be supported by a strong sampling plan to generate consumer trials coupled with strong in market activation plans. Priced at Rs. 5, the all-new Cadbury Dairy Milk Lolly is a scrumptious offering from the house of Mondelez India, that is sure to tantalize consumers' taste buds!

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.

