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This festive season Cadbury Celebrations sweetens the Brother-Sister bond with its new campaign and premium pack



INDIA, August 24, 2018: Mondelez India, the creators of the Chocolate Gifting market in India have recently rolled out a new campaign for Raksha Bandhan, in line with Cadbury Dairy Milk's new positioning of 'Kuch Achha Ho Jaaye, Kuch Meetha Ho Jaaye'. The new exciting packs of Cadbury Celebrations and Cadbury Gifting Portfolio, are making the festive season even sweeter and memorable, along with a heart-warming TVC highlighting the brother-sister bond.

Commenting on the exciting festive offering, **Anil Viswanathan, Director - Marketing (Chocolates), Mondelez India** said, "Over the years, Mondelez India has been an intrinsic part of festivals with Cadbury Celebrations becoming India's favorite gifting option. Cadbury Celebrations brings alive the joy of gifting by getting people together and strengthening relationships especially during festivals like Raksha Bandhan. We aim to bank on the Cadbury Celebrations Premium Selection

chocolates with revamped and premium packaging to help us connect with our consumers this festive season. Our Raksha Bandhan TVC, in a heart-warming set up, highlights the innocent brother-sister relation and how a pack of Cadbury Celebrations brings them closer to each other, than ever. Linking in with the recently launched Cadbury Dairy Milk Generosity Campaign, this Rakhi commercial also brings alive the acts of generosity that makes our festivals full of warmth and renewed good feelings amongst relationships far and close”

The new TVC features the story of a younger brother going the extra mile, by sacrificing the money he saved for his cricket bat, to buy his sister a ‘rakhi’ gift – a box of Cadbury Celebrations. Of a simple sacrifice, that enhances the love between them. The new campaign is led by a TVC and further amplified through digital and social activations along with innovative OOH.

The company has been making strides in e-commerce, creating new shopping opportunities through personalization and gifting platforms. This festive season, the company has also designed an ecommerce innovation using personalization to take the gifting experience a notch up. Consumers will be able to customize their Cadbury Celebrations and other eCommerce exclusive Cadbury Gift boxes with heartfelt messages to create a truly special personalized gift for their siblings.



Abhishek Ahluwalia, e-Commerce Lead, Mondelez India said “Last year, Mondelez India announced the launch of its first direct-to-consumer website “Cadbury Joy Deliveries” – www.cadburygifting.in. This Raksha Bandhan we are taking it a step further with adding a personal touch to the packaging of the Cadbury Celebrations and other eCommerce exclusive Cadbury Gift boxes. The website allows you to customize a heartfelt message and add photographs for your beloved sibling at attractive prices. So this festive season not only is the joy delivered to your doorstep but, it is personalized, too.”

Link to the TVC: <https://www.youtube.com/watch?v=oapzWU3ttqg>

Neville Shah, ECD, Ogilvy India, said *"A brother-sister relationship is full of stories. Stories that are theirs, but so relatable. This is one such story. Of a simple sacrifice, that enhances the love between them."*

Agency Details:

Agency: Ogilvy & Mather

Creative team: Sukesh Nayak, Neville Shah, Minal Phatak, Yogesh Mani Pradhan, Archana Singh

Planning team: Ganapathy Balagopalan, Jasmeeta Mehta

Account management: Hephzibah Pathak, Prakash Nair, Neha Shah, Navika Jain

Production house: Breathless Films

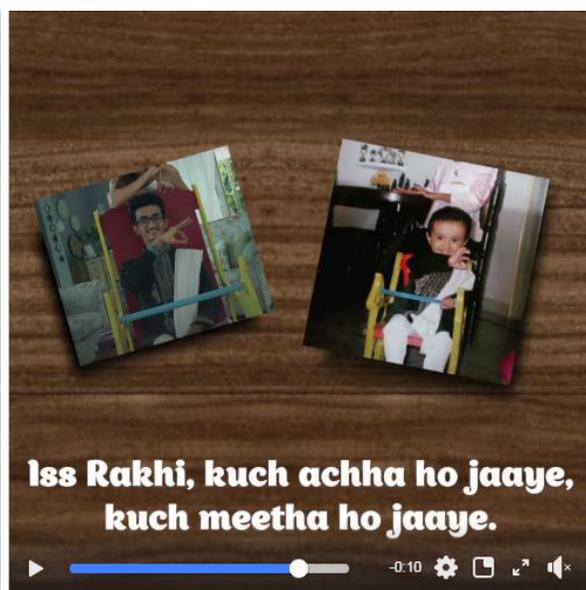
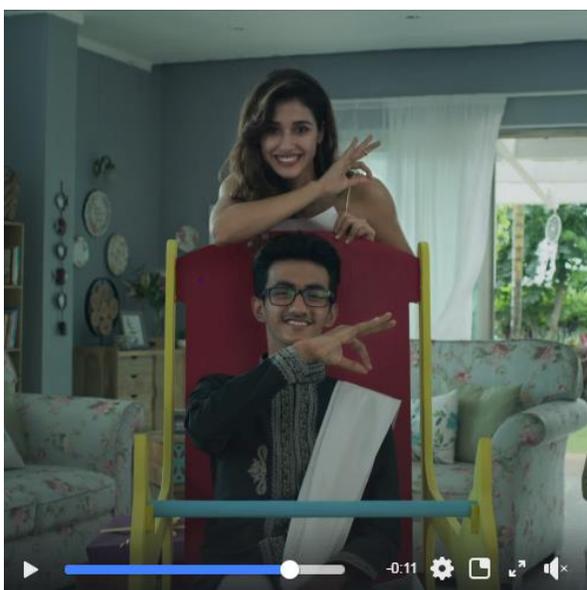
Director (film): Vinil Mathew

Producer: Swadha Kulkarni

D.O.P: Ravi K Chandran

Follow **#RakhiRewind** on Instagram - <https://www.instagram.com/explore/tags/rakhi rewind/>

Watch DishaPatani and her brother Suryansh (Suri) celebrate Rakhi by going back in time to recreate a moment they treasure. Iss Rakhi, Kuch Achha Ho Jaaye, Kuch Meetha Ho Jaaye. **#RakhiRewind** - <https://www.instagram.com/p/Bmz0REDIG0b/?taken-by=dishapatani>



About Mondelez International

Mondelez International, Inc. (NASDAQ: MDLZ) is building the best snacking company in the world, with 2017 net revenues of approximately \$26 billion. Creating more moments of joy in approximately 160 countries, Mondelez International is a world leader in biscuits, chocolate, gum, candy and powdered beverages, featuring global Power Brands such as *Oreo* and *beVita* biscuits; *Cadbury Dairy Milk* and *Milka* chocolate; 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 creating moments of joy in India for 70 years. The company started its journey to define the taste of chocolate for India and Indians in 1948 with Cadbury Dairy Milk. Today, Mondelez India is a part of Mondelez International, a world leader in biscuits, chocolate, gum, candy and powdered beverages. With products in four categories – chocolates, beverages, biscuits and candy – it is the undisputed chocolate category leader. Some of the company's chocolate brands in India are: Cadbury Dairy Milk, Cadbury Dairy Milk Silk, Cadbury Celebrations, Cadbury Bournville, Cadbury 5 Star, Cadbury Perk, Cadbury Fuse and Cadbury Gems. The beverage portfolio consists of the much loved Cadbury Bournvita and Tang. Cadbury Oreo and Bournvita Biscuits is a part of its biscuit portfolio and Halls and Cadbury Choclairs Gold make up its candy portfolio.

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 vast distribution network across the country.

