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Mondelez India Launches Cadbury Dairy Milk Crispello

A new crispy, chocolaty offering in the sharable “finger” format



INDIA, September 24, 2018: After making *Cadbury Dairy Milk* as one of India’s favorite chocolate brand for 70 years in India, Mondelez India today announced the launch of ***Cadbury Dairy Milk Crispello***, its ‘made in India’ innovation in the Crispy-Eat segment. Banking on *Cadbury Dairy Milk*’s strong equity, Mondelez India is all set to expand its premium portfolio with this new product offering.

Speaking on the launch, **Anil Viswanathan, Director - Marketing (Chocolates), Mondelez India, said,** “With rising disposable incomes, exposure to global cultures and extensive reach of mass media, the Indian consumers have been exposed to a global palette of food experiences. More specifically, recent work with Gen-Z consumers, a key consumer cohort for us, has shown a desire for multi-textured & complex experiences. This has been an important dimension for us as we have thought about our innovations. Be it technology,

ingredients, or format – we have tried to deliver this consumer need through the innovations in the recent past. Be it Cadbury Dairy Milk Silk Oreo, Cadbury 5Star 3D or Cadbury Fuse. Cadbury Dairy Milk Crispello is yet another milestone in this journey. Cadbury Dairy Milk Crispello combines the much loved Cadbury Dairy Milk taste with crispy and creamy textures in a unique ready-to-share snappy format. Its snap and share capabilities further reinforce our shared values of togetherness and collective joy.”

Cadbury Dairy Milk Crispello, is covered with a layer of delicious *Cadbury Dairy Milk*, crunchy wheat crispies and smooth chocolate cream. As one bites in, the chocolate melts in the mouth and the wheat crispies underneath bring in the crispiness, giving consumers an immersive chocolaty and crunchy experience, all at the same time. The finger-bar format makes it easier to be shared with friends and family.

The launch will be supported by a 360-degree communication campaign that will include a new TVC and outdoor & digital campaigns targeting the brands core target audience i.e. youth. On-ground activations at point of sale and sampling at modern trade outlets will also be part of the campaign to drive awareness for the product.

Cadbury Dairy Milk Crispello is priced at INR 30 and is all set to provide an indulgent and a satisfying experience to all chocolate lovers out there. The finger format lets you crunch with your bunch, celebrating the spirit of sharing!

About Mondelēz International

Mondelēz International, Inc. (NASDAQ: MDLZ) empowers people to snack right in approximately 160 countries around the world. With 2017 net revenues of approximately \$26 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. Mondelēz 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 Mondelēz 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.

