



Contacts: Siddharth Patkar
siddharth.patkar@mdlz.com

Radhika Vyas
radhika@the-practice.net

Mondelēz International launches global brand Cadbury Glow in India first

Puts 'care' back into gifting with the launch of its luxury gift offering

Mumbai, August 27, 2014: Mondelez India Foods Limited, today announced the launch of its luxury chocolate gift offering *Cadbury Glow*. *Cadbury Glow* is the new luxury gifting brand from Mondelez International and is being introduced first in India.

With this launch, the company combined its deep consumer insights, global expertise in chocolate and breakthrough innovation capabilities to develop luxurious chocolate pralines with an indulgent chocolatey filling that are superior in terms of taste and packaging. *Cadbury Glow* will represent the ideal expression of love and emotions for the special people in one's life.



Speaking on the launch, **Siddhartha Mukherjee, Director, Chocolate Category & Media, Mondelez India Foods Limited**, said, "India is the first country to launch *Cadbury Glow*, which will be our luxury gifting brand globally. Gifting is an integral part of Indian culture and festivals and we are confident that consumers across the country will be excited about our year round luxury gifting brand. Our hope is that consumers can recreate the joy associated with gifting as they create delicious 'glow' moments for their loved ones. Globally chocolates are extremely popular for gifting and while the trend does exist in India, we still have a long way to go. With the launch of *Cadbury Glow*, a premium chocolate gift offering from India's favourite chocolate brand, our hope is to grow the chocolate gifting category in India."

Cadbury Glow has been inspired by the warm glow of happiness' that comes from seeing dear ones light up with happiness when they receive a special gift. In a busy world where

emotions are forgotten and people have less time for their near and dear ones, *Cadbury Glow* aims to empower people with a thoughtful gift to show how much they care. Staying true to this philosophy, the chocolate gift is filled with little details that are symbolic of the care that went into creating it. The chocolate pralines are crafted in Europe, and special attention has been taken post production in designing and packaging, making it more than just a chocolate and something truly worthy of gifting to a loved one. The beautiful gold and purple packaging of *Cadbury Glow* is reminiscent of a treasure chest that glows from the inside out, filled with delicious chocolate pralines that would leave a precious feeling.

To make the gifting experience truly personalized *Cadbury Glow* will also be launching in September a unique gifting website that will connect both the gifter and recipient. The website www.cadburyglow.in allows consumers to experience the world of *Cadbury Glow*, and to add a personal touch to their gift of *Cadbury Glow* by writing a personal note, sending a lovely song or experiencing again fond memories by videos and photos.

The sumptuous *Cadbury Glow* chocolate gift boxes will be available across metros by the first week of September in pack sizes of 16 pieces (160 g) for INR 400 and 24 pieces (240 g) for INR 600

About Mondelez International

Mondelez International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2013 revenue of \$35 billion. Creating delicious moments of joy in 165 countries, Mondelez International is a world leader in biscuits, chocolate, gum, candy, coffee and powdered beverages, with billion-dollar brands such as *Oreo*, *LU* and *Nabisco* biscuits; *Cadbury*, *Cadbury Dairy Milk* and *Milka* chocolate; *Trident* gum; *Jacobs* coffee and *Tang* powdered beverages. 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 us on Twitter at www.twitter.com/MDLZ

About Mondelez India Foods Ltd.

Mondelez India Foods Ltd. (Formerly Cadbury India Ltd.) is a part of Mondelez International Inc. Mondelez India operates in four categories - chocolate confectionery, beverages, biscuits, gum & candy. In the chocolate confectionery business Cadbury has maintained its undisputed leadership over the years. Some of the key brands as *Cadbury Dairy Milk*, *Bournvita*, *5 Star*, *Perk*, *Bournville*, *Celebrations*, *Halls*, *Choclairs*, *Tang* and *Oreo*.