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Mondelez India Set to Tighten the Thread of Sweetness With #CloserThisRakhi and Some Very Special Product Bundles



INDIA- July 31, 2020: Mondelez India, the makers and bakers of some of India’s iconic snacking brands are back again to add a gleam of happiness to the festivities of Raksha Bandhan with Cadbury Celebrations and the launch of their latest campaign #CloserThisRakhi. The company will further add sparkle to the festivities through eCommerce exclusive chocolate gift boxes, blurring geographical boundaries and bringing siblings closer & stronger together.

Commenting on the latest Rakhi campaign, **Anil Viswanathan, Director – Marketing (Chocolates), Mondelez India**, said, “Over the years, Mondelez India has come to be an intrinsic part of festivals in the

country with Cadbury Celebrations redefining the joy of gifting. This year too, inspite of the challenging times, we will continue to inspire India to celebrate with their friends and family. With the focus on spreading happiness and banking on the proposition of 'Kuch Achha Ho Jaaye, Kuch Meetha Ho Jaaye', the new campaign #CloserThisRakhi aims to drive positivity and remind people to bond with their loved ones and cherish every sweet moment possible. The relationship between siblings is rather a special one and like every year, we aim to instil the same joyfulness this Raksha Bandhan and further strengthen the jovial connection between a brother and a sister."



The new TVC beautifully captures the playful relationship of a brother and sister wherein the sister is tying rakhi to her brother while brooding over the fact that he has become everyone's favorite sibling in the last 3 months of the lockdown by connecting with his extended family via video calls. Later when the sister asks him about his favorite sibling, instead of answering, he greets her with a piece of Cadbury Dairy Milk implying she is his favorite. It ends with them laughing and enjoying a box of Cadbury Celebrations showcasing a 'Kuch Accha Ho Jaye, Kuch Meetha Ho Jaye' moment of bringing people #CloserThisRakhi.

Link to the TVC- <https://www.youtube.com/watch?v=hnKflpSDE9I>

Understanding that time and safety are the essence of the moment, this year the company has made further strides in e-commerce by creating more digital shopping opportunities through personalization and gifting platforms to remain unfazed by the current situation. The seasonal offerings under the Cadbury Gifting portfolio will be available across multiple channels like e-grocers, marketplaces, e-commerce websites, hyper-local and omnichannel retailers like Swiggy, Dunzo, Ferns & Petals and IGP

and the company's own direct-to-consumer website – CadburyGifting.in, so that people can partake in celebrations, unhindered.

Garima Dikshit, Head of eCommerce, Mondelez India said, “With the festive season around the corner and given the need of the hour, we are reconfiguring our e-commerce strategy at the back of investing in partnerships and collaborations with an array of channels to keep the festive spirit intact during this new normal. From strategic tie-ups to our Cadbury Joy Deliveries website, we are consolidating our circuit to reach retailers and consumers in the fastest and safest way possible. The idea is to remain unfazed by the current situation as we continue to meet the evolving consumer demand.”



This year, more than ever, has made us realize the importance of having siblings. Let's celebrate being **#CloserThisRakhi**.

About Mondelez International

Mondelez International, Inc. (NASDAQ: MDLZ) empowers people to snack right in over 150 countries around the world. With 2019 net revenues of approximately \$26 billion, MDLZ is leading the future of snacking with iconic global and local brands such as *OREO*, *beVita* 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 Mondelēz International, the company operates in the chocolate, beverages, biscuits and candy categories in India with brands like Cadbury Dairy Milk, Cadbury Dairy Milk Silk, Cadbury Celebrations, Cadbury Bournville, Cadbury 5 Star, Cadbury Perk, Cadbury Fuse, Cadbury Gems, Cadbury Bournvita, Cadbury Spready, Tang, Cadbury Oreo, Bournvita Biscuits, 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.

