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Mondelez India Foods Edelman for Mondelez
Private Ltd

Alia Bhatt Asks You To 'Jiyo Lightum Light' In *Cadbury Perk's* New TVC

Mumbai, March 31, 2015: Mondelez India Foods Private Limited (formerly Cadbury

Watch the new Perk TVC with Alia Bhatt [here](#).

For more updates follow the Perk [Facebook page](#).

About Mondelez International

Mondelez International, Inc. (NASDAQ: MDLZ) is a world leader in chocolate, biscuits, gum, candy, coffee and powdered beverages. The company is comprised of the global snacking and food brands of the former Kraft Foods Inc. following the spin-off of its North American grocery operations in Oct. 2012. Mondelez International's portfolio includes several billion-dollar brands such as *Cadbury* and *Milka* chocolate, *Jacobs* coffee, *LU*, *Nabisco* and *Oreo* biscuits, *Tang* powdered beverages and *Trident* gums. Mondelez International has annual revenue of approximately \$36 billion and operations in more than 80 countries. Visit www.mondelezinternational.com and www.facebook.com/mondelezinternational.

About Mondelez India Foods Private Ltd.

Mondelez India Foods Private Ltd. (formerly Cadbury India Ltd.) is a part of Mondelez International and is in the business of creating delicious moments of joy. It operates in five categories – chocolate, beverages, biscuits and gums & candy and has been a chocolate category leader since its inception in India for over six decades. Cadbury Dairy Milk, CDM Silk, Celebrations, Bournville, 5Star, Perk, Gems, Glow and Toblerone are brands available in India under the chocolate category. The beverage portfolio consists of Bournvita and Tang. Oreo is a part of its biscuit portfolio, while Gums & Candies consists of Halls and Choclairs. For more information, please visit www.mondelezindiafoods.com



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