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This Friendship Day, Cadbury Dairy Milk Celebrates the Many Flavors of Friendship

Amplifies the Joy with new limited edition flavors – Cadbury Dairy Milk Black Forest & Cadbury Dairy Milk Coffee Almond

INDIA – July 29, 2015 – Mondelez India Foods Private Limited, a part of Mondelēz International (NASDAQ: MDLZ), the global snacking and food company, recently announced the launch of Cadbury Dairy Milk Black Forest and Cadbury Dairy Milk Coffee Almond – two limited edition flavors in its Cadbury Dairy Milk portfolio, as it celebrates friendship and joy, this August.

Cadbury Dairy Milk, India's favorite chocolate, enjoys a special place in the hearts of consumers and has a strong association with happiness. In line with this spirit and the joy of giving something special to friends on Friendship Day, Mondelez India has launched new flavors to surround friends in the sweetness of friendship.

Mondelez India has combined its deep consumer insights, global expertise in chocolate and breakthrough innovation capabilities to develop flavors that will bring a smile. The flavors have been launched keeping in mind the country's flavor preferences and to unlock the joy of trying something different while maintaining the rich experience of eating their favorite chocolate – Cadbury Dairy Milk.



Prashant Peres, Director - Marketing (Chocolates), Mondelez India, said, "For many years now, Cadbury Dairy Milk has represented a plethora of emotions, from shared values such as family togetherness, to shared good feelings and collective joy. This Friendship Day, we want to celebrate another very important

part of our relationships – our friendships. Just as every friend add a special flavour to one’s life, the variety of Cadbury Dairy Milk flavours like Original, Fruit & Nut, Crackle, Roast Almond and our new limited edition flavours – Coffee Almond & Black Forest will add a special flavor to this day. Our new television commercial also supports this thought.”

The launch of the limited edition Cadbury Dairy Milk will be supported by a 360-degree communication campaign that includes a new TVCⁱ, as well as outdoor, print & digital campaigns targeting the brands core target audience i.e. youth. On-ground activations at point of sale in select modern trade and traditional trade outlets will also be part of the campaign to drive awareness for the product.

The new flavors have been made available starting 1st July- and will be available until Friendship Day (August 2nd, 2015) or until stocks last. Priced at Rs. 40 for Cadbury Dairy Milk Black Forest and Rs. 45 for Cadbury Dairy Milk Coffee Almond, these new limited edition flavors are all set to spread joy this Friendship Day!

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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ⁱ To watch and for more details on the newly released TVC, please refer Annexure 1