



Contacts: Rakhee Bansal
rakhee.bansal@mdlz.com

Nikhil Lodaya
nikhil.lodaya@mslgroup.com

Mondelez India launches “Cadbury Bournvita Biscuits” in India

Expands biscuit portfolio with a specially made for India morning biscuit



NEW DELHI, APRIL 19, 2016: Mondelez India Foods Private Limited today announced the launch of its new biscuit brand, **Cadbury Bournvita Biscuits** in India. Backed by deep consumer insights and the strength of India’s much loved malted beverage Bournvita, this new biscuit will target the morning segment and will be available on shelves from May 1 onwards.

Bournvita Biscuits is the company’s second brand in the biscuits category after Oreo, which was launched in 2011. With this Mondelez India expands its category footprint from creams to cookies. Bournvita Biscuits with its ProHEALTH Vitamins™ and signature chocolatey taste will offer a perfect balance for the morning snacking occasion.

Chandramouli Venkatesan, Managing Director, Mondelez India Foods Private Limited said, "Mondelez International is the world’s leading Biscuits Company and India is a top priority for us. We see tremendous opportunity for growth in the Indian biscuit category. Bournvita Biscuits brings together the best of our global category expertise and innovation with our local insights and experience. I am confident that it will strengthen our position in the biscuit category in India."

Chella Pandyan, Associate Director, Marketing, Biscuits India and Kids Fuel AP, Mondelez India Foods Private Limited said, "We wanted to introduce a very special second biscuit brand in India. The morning snacking occasion, has a huge opportunity for a product that brings together taste and nutrition which consumers want. Bournvita Biscuits will provide the choice of a delicious biscuit enriched with the wholesome goodness of Bournvita - the drink Indian consumers have trusted for close to seven decades."

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The launch will be supported by a high decibel integrated marketing campaign and a disruptive visibility strategy in modern and traditional trade stores. Bournvita Biscuits will be available exclusively through a pre-launch on Snapdeal, India’s largest online market place, very soon. It will then be available across all major urban and rural retailers from May.

Bournvita Biscuits will be available in two packs - Rs 10 and Rs 25.

About Mondelēz International

Mondelēz International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2015 net revenues of approximately \$30 billion. Creating delicious moments of joy in 165 countries, Mondelēz International is a world leader in biscuits, chocolate, gum, candy and powdered beverages, with billion-dollar brands such as Oreo, LU and Nabisco biscuits; Cadbury, Cadbury Dairy Milk and Milka chocolate; 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 us on Twitter at www.twitter.com/MDLZ

About Mondelez India Foods Private Limited

Mondelez India Foods Private Limited (formerly Cadbury India Ltd.) is a part of Mondelēz International and is in the business of creating delicious moments of joy. It operates in four 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, Cadbury Dairy Milk Silk, Cadbury Celebrations, Cadbury Bournville, Cadbury 5 Star, Cadbury Perk, Cadbury Gems, Cadbury Glow are some of the 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 Gold. For more information, please visit www.mondelezindiafoods.com

