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## Now make your mornings 'a happy time' with the new Bournvita Biscuits – Banana & Oats

With this launch, Bournvita Biscuits, further reiterates its 'Subah Ka Biscuit' proposition



**INDIA, May 30, 2019:** After establishing itself as a 'Subah ka Biscuit', *Bournvita Biscuits* recently announced the launch of *Bournvita Biscuits - Banana & Oats*. The brand is empowering new-age parents with a morning snack that is packed with the goodness of Banana & Oats, something their children would enjoy eating in the morning. The brand's latest campaign to launch the new variant depicts how making children eat in the morning can be a tough job.

**Sudhanshu Nagpal, Associate Director - Marketing (Biscuits), Mondelez India** said, "The morning snacking occasion, has a huge opportunity for a product that brings together taste and nutrition which consumers want. And, Bournvita Biscuits has successfully managed to tap into this

consumer need, since its launch in 2016. With the launch of Bournvita Biscuits – Banana & Oats, we are providing one more choice to our consumers by combining the goodness of Banana & Oats with a yummy, crunchy cookie from Bournvita – a brand Indian consumers have trusted for more than seven decades. We're confident that the new Bournvita Biscuits - Banana & Oats will strengthen our presence as India's *subah ka biscuit*."

Conceptualised by Ogilvy India, the new TVC captures slice of life moments of kids throwing tantrums when served anything healthy. Their fussy expressions change as soon as they see the new Bournvita Biscuits – Banana & Oats.

"In keeping with the positioning of the mother brand- Bournvita Biscuits- yet giving the variant of Banana and Oats its due, the commercial mirrors the moods of mornings for kids in an endearing and enjoyable manner. Since morning snack time tends to be a pain point, the campaign line "Ab Nashta time banega happy time" captures a feeling that most moms wish for", said **Akshay Seth and Kanika Sethi, Ogilvy India**.

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 – Banana & Oats will be available in two packs - Rs 10 and Rs 25.

**TVC Link:** <https://www.youtube.com/watch?v=xOWxC554rxs>

#### **Agency Details –**

Agency: Ogilvy India, Mumbai

Creative team: Harshad Rajadhyaksha, Kainaz Karmakar, Akshay Seth and Kanika Sethi

Planning team: Russell John and Atreyi Nag

Account management: Prakash Nair, Beenu Kurup, Trupti Dave and Esha Gandhi

Production house: Vanilla Films

Director (film): Harshik Suraiya

Producer: Vinit Bhatt

Director of photography: Vinit Bhatt

Creative Partner: Chintan Pandav

## About Mondelez International

Mondelez International, Inc. (NASDAQ: MDLZ) empowers people to snack right in approximately 160 countries around the world. With 2017 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](http://www.mondelezinternational.com) or follow the company on Twitter at [www.twitter.com/MDLZ](https://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 Mondelez 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*, *Tang*, *Cadbury Oreo*, *Bournvita Biscuits*, *Halls* and *Cadbury Choclairs Gold*.

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 vast distribution network across the country.

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