



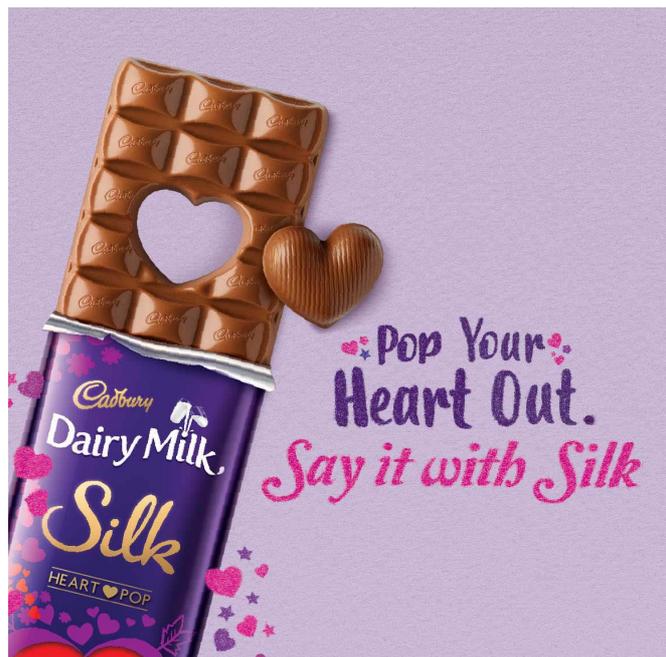
Contacts: Vignesh Nair
Vignesh.Nair@mdlz.com

Friya Pavri
+91 9820832852
Friya.Pavri@mslgroup.com

Don't hesitate, Pop Your Heart Out with Cadbury Dairy Milk Silk

Mondelez India celebrates Valentine's Day with 'pop your heart out' proposition delivered through unique product, mega scale media interventions across TV, outdoor, digital and on ground.

Cadbury Dairy Milk Silk, India's favourite premium chocolate, enjoys a special place in the hearts of consumers. Having created several occasions and represented a plethora of emotions, Mondelez India is geared up with a special offering for this Valentine's Day. By amplifying its existing 'Pop Your Heart Out with Silk' campaign, Mondelez India recently launched a new heart-warming digital film, ['Cadbury Silk Unsaid Stories'](#).



Talking about the marketing strategy for this Valentine's Day, **Anil Viswanathan, Director, Marketing (Chocolates), Mondelez India** said, "We received an overwhelming response with the 'Pop Your Heart Out With Silk' campaign which was introduced last year. With the recently launched Cadbury Dairy Milk Silk Unsaid Stories, Mondelez India takes forward the narrative of breaking the hesitation around the expression of love. As leaders in chocolate gifting, we endeavour to identify new occasions and empower customers to convey the right emotion with our products."



Whether it is a school sweetheart, office romance or a travel crush, Cadbury Dairy Milk Silk breaks all barriers, age and cultural urging people to not let any kind of love go unsaid. The TVC opens with a meet-up where members from young to old are shown narrating their love stories, talking about how letting go off that hesitation could have changed the course of their love lives and 'only if they would've expressed to the one they loved, things would have been different. They receive a bar of the Cadbury Dairy Milk Silk Pop Your Heart Out, nudging them to set aside their hesitation and simply say it with Silk.



Creating interesting new shopping experiences through personalization, Mondelez India has also introduced an ecommerce exclusive **Cadbury Dairy Milk Silk Heart Shaped Valentine Gift Pack** which contains 2 bars of Cadbury Dairy Milk Silk Plain, 60gm each and 2 bars of Cadbury Dairy Milk Silk Oreo, 60gm each along with a customised greeting card and a photo frame. The classic taste of Cadbury chocolates offer you the reason to celebrate this occasion with your loved one. The limited edition product can be purchased for INR 650 on [Cadbury Joy Deliveries](#) and [Amazon.in](#).

To scale up the heart-pop initiative and support the digital film and the innovative heart shaped gift pack, Mondelez India has dedicated a 360 degree integrated marketing campaign which includes TV integrations, high impact outdoor activation, on ground, digital and in-store promotions.

Mondelez India has also partnered with Gully Boy, one of the most awaited movies of 2019 building in co-branded promotions to create high impact digital buzz during Valentine's Day.



For this occasion, Cadbury Dairy Milk Silk has taken over 40 Café Coffee Days across Mumbai, Delhi and Bangalore to create visibility. Apart from this, the brand has also undertaken strategic tie-ups with Amazon Store, PVR Cinemas, Ola app integrations to ensure maximum reach. Creating salience with the product, and taking it to the next level by being present across all youth relevant touch points like Snapchat, Tik Tok, music apps like Gaana, Wynk, food apps like Zomato and using celeb influencers is making millions of people Pop their Hearts out!

About Mondelēz International

Mondelēz International, Inc. (NASDAQ: MDLZ) empowers people to snack right in over 150 countries around the world. With 2018 net revenues of approximately \$26 billion, MDLZ is leading the future of snacking with iconic global and local brands such as Oreo, belVita and LU biscuits; Cadbury Dairy Milk, Milka and Toblerone chocolate; Sour Patch Kids candy 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 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*, *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.