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## Mondelēz International launches Cadbury Dairy Milk 30% Less Sugar in India

**Empowering Indian consumers with choice and the delicious taste of Cadbury Dairy Milk**

**INDIA, June 10, 2019:** India's most loved chocolate, *Cadbury Dairy Milk* will now also be available in a new bar with 30% less sugar, offering consumers greater choice and the delicious *Cadbury Dairy Milk* taste. ***Cadbury Dairy Milk 30% Less Sugar***, will have no added artificial sweeteners, and will sit alongside the existing portfolio of *Cadbury Dairy Milk* products on shelves. The innovation underscores the company's commitment to empower consumers to snack right and to provide them with choice, by creating new eat experiences.

**Deepak Iyer, President, Mondelez India**, said, "We are delighted to be launching this product in India, given the love and following Cadbury Dairy Milk has in our country. This is the most significant innovation in the brand's history in India. As we continue to define the taste of chocolate, we understand our consumers, and are conscious of our commitments to them. *Cadbury Dairy Milk 30% Less Sugar* is another very special innovation that will provide our Cadbury Dairy Milk fans with a less sugar option without compromising on our world-renowned taste and quality. We expect this innovation to strengthen our portfolio as it will complement our other much-loved brands, including core Cadbury Dairy Milk"

**Anil Viswanathan, Director, Marketing (Chocolates), Mondelez India**, said, "We understand our brands play a special role in people's lives. Increasingly consumers want products that reflect their lifestyle and we have always been at the forefront in creating unique products and platforms to address this need. *Cadbury Dairy Milk 30% Less Sugar* is a product with no added artificial sweeteners, colours or preservatives. It is created to ensure the right texture and taste of the original Cadbury Dairy Milk bar to keep the consumer eat experience the same. Throughout this project we have had a strong sense of duty to create a product that retains what makes Cadbury Dairy Milk so special for millions of Indian consumers. Our brand proposition will focus on 'Wahi Swaad, Wahi Mithaas'."

*Cadbury Dairy Milk 30% Less Sugar* has been in development for almost two years with a dedicated team of scientists, nutritionists and chocolatiers at the company's research and development facilities in India and the UK. The team has been working to find a way to achieve the much-loved *Cadbury Dairy Milk* taste whilst delivering 30% less sugar with no added artificial sweeteners, colours or preservatives. By harnessing our leading-edge understanding of ingredient technologies and taste science, the team successfully replaced the physical functionality of the sugar in solid chocolate in a way that preserves the structure of chocolate and stays true to the unique texture and taste profile of *Cadbury Dairy Milk*.

The new *Cadbury Dairy Milk 30% Less Sugar* will be priced at Rs. 50 for 43 gms, and will be retailed across modern trade, traditional trade and e-commerce platforms by mid-June. The launch will be supported by a high impact digital-led campaign.

### **About Mondelez International**

Mondelez International, Inc. (NASDAQ: MDLZ) empowers people to snack right in approximately 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. 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), follow the company on Twitter at [www.twitter.com/MDLZ](https://twitter.com/MDLZ) or Dirk Van de Put at <https://twitter.com/dirkvandeput>.

### **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*, *Cadbury Spready*, *Tang*, *Cadbury Oreo*, *Bournvita Biscuits*, *Halls* and *Cadbury Choclairs Gold* etc. 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 global Research & Development Technical Centre and Global Business Hub in Maharashtra and a vast distribution network across the country.

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