



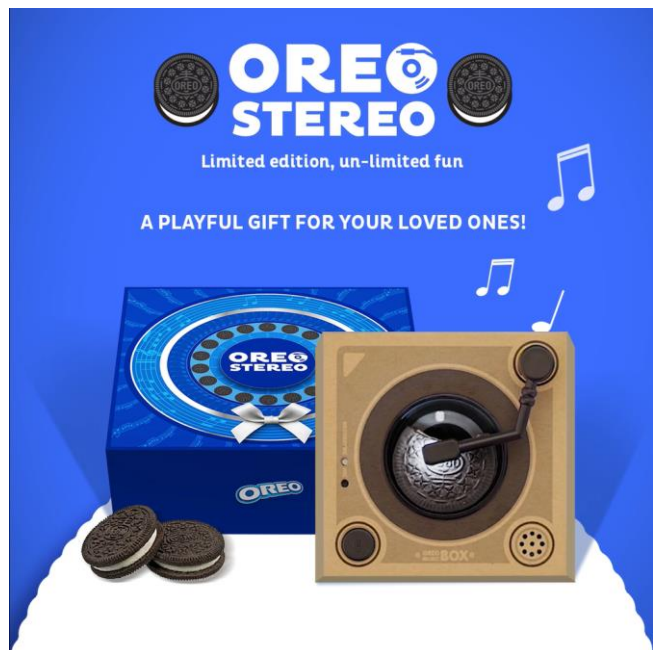
Contacts: Vignesh Nair
Vignesh.Nair@mdlz.com

Aishwarya Chopra
aishwarya.chopra@mslgroup.com
+91 8828057592

Mondelez India Brings Another Playful Twist To OREO: Introducing Limited Edition Oreo Stereo

Ushering in the festive season with a musical twist, this latest innovation by Oreo is the perfect gifting option for your loved ones and will be available online exclusively only during Amazon Prime Day

India- July 12, 2019 – *OREO*, the world's No.1 biscuit brand by Mondelez International, a leading global snacking powerhouse, rolls out its latest innovation “**Oreo Stereo**” Music Box in India. This limited-edition gift pack contains crunchy cookies and a music system which comes along with fun *Oreo* tunes. Ushering in the festive season with a musical twist, this latest innovation by *Oreo* is the perfect gifting option for your loved ones and will be available only for two days exclusively on Amazon India on 15th and 16th of July, 2019, during Amazon Prime Day.



Commenting on this unique launch, **Sudhanshu Nagpal, Associate Director – Marketing (Biscuits), Mondelez India**, said, “Mondelez India has been synonymous to festivities in the country for over 70 years and Oreo is known for its persona of creating fun-filled moments and bringing people together. In tune with the spirit of festivities, adding a new beat to the voice of Oreo, we are

thrilled to unwrap the joy of music this festive season with the launch of Oreo Stereo, a limited-edition gift pack that comes with a one of a kind music system and Oreo cookies.”

The Oreo Stereo adapts a playful tech that plays music when you place an *Oreo* cookie on it. Place your *Oreo* cookie on the mini recorder turntable and enjoy a different melody with every bite you take. What’s more, one can also record a special message to make their friends and family feel special!

The limited-edition gift pack will contain seven *Oreo* packs of 120 gms each, with flavours ranging from 2 packs of *Oreo Original Creme*, 2 packs of *Oreo Choco Creme*, 2 packs *Oreo Strawberry Creme* and 1 pack of *Oreo Golden Vanilla Creme*. Priced at INR 599, the Oreo Stereo gift box can be bought online only during Amazon Prime Day.

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, 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.
