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Mondelez India Starts 2017 Bringing Chocolate and Biscuits Together – Launches Cadbury Dairy Milk Silk Oreo in India

- Globally successful formats backed by the strength of the Cadbury Dairy Milk brand in India have unleashed the premium segment
- This launch brings a new exciting product format which is loved by consumers in several international markets like – Cadbury Dairy Milk Oreo in UK and Australia and Milka Oreo in Germany, Spain and France

INDIA – January 03, 2017 – The market leader in the chocolate category (as per Nielsen), Mondelez India today announced the launch of yet another product innovation in the premium chocolate category, **Cadbury Dairy Milk Silk Oreo**. The product format is widely loved by consumers in several international markets – *Cadbury Dairy Milk Oreo* in UK and Australia and *Milka Oreo* in Germany, Spain and France. Globally successful formats backed by the strength of *Cadbury Dairy Milk brand* in India have unleashed the premium segment and by launching this chocolate in India, the company aims to further seize the growing opportunity in the premium chocolate category.

After the successful launch of India's first 'centre-filled' Chocolate –

Cadbury Dairy Milk Silk Caramello, India's first 'aerated' Chocolate – *Cadbury Dairy Milk Silk*



Bubbly, and most recently global innovation bundles *Cadbury Dairy Milk Marvellous Creations* and *Cadbury Fuse*, with ***Cadbury Dairy Milk Silk Oreo***, Mondelez India is taking innovation one notch higher, by bringing the Biscuit & Chocolate category under one product. With this launch, Mondelez India has yet again combined its deep consumer insights, global expertise in chocolate and breakthrough innovation capabilities.

Talking about the new innovation, **Prashant Peres, Director - Marketing (Chocolates), Mondelez India** said, “We are really excited to launch one of our globally loved platforms in India, in the form of ***Cadbury Dairy Milk Silk Oreo***. Indian consumers now demand unique formats and eat experiences and given our global leadership in chocolate, we are well positioned to identify and bring some of our world leading brands to India. What’s special about ***Cadbury Dairy Milk Silk Oreo*** is its unique product format with smooth, creamy, *Silk* on the outside and crunchy *Oreo* cookie & vanilla cream on the inside, which melt in your mouth to give you an indulgent yet crunchy *Silk* experience. The next few years will be exciting for us especially with India's chocolate market poised to be one of the fastest in the world. We see this as a huge opportunity to expand our chocolate footprint within the country”

The launch of ***Cadbury Dairy Milk Silk Oreo*** will be supported by a 360-degree communication campaign, designed to demonstrate the soft, smooth and crunchy *Silk* experience, which will include a new TVC, innovative Outdoor & Digital campaigns and strong in-store visibility. ***Cadbury Dairy Milk Silk Oreo*** is first available for preview at Big Bazaar & Paytm, followed by the official launch in 100,000 traditional trade and modern stores, in early January 2017. Priced at Rs. 75 and Rs. 170, ***Cadbury Dairy Milk Silk Oreo*** is all set to give chocolate lovers a *Silk* experience full of crunch & indulgence!

Mondelez India is the market leader in the chocolate category with the largest market share – over 65% (as per Nielsen) of the Rs. 7,500 crores (approx) in India for over five years (since 2010). The biggest chocolate brand in India continues to be *Cadbury Dairy Milk* portfolio, currently at 41% (as per Nielsen) market share.

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 the company on Twitter at www.twitter.com/MDLZ.

About Mondelez India Foods Private Ltd.

Mondelez India Foods Private Limited (formerly Cadbury India Ltd.) is a part of Mondelez International, a world leader in biscuits, chocolate, gum, candy and powdered beverages. The company in India operates in four categories – chocolate, beverages, biscuits and candy and is chocolate category leader. *Cadbury Dairy Milk, Cadbury Dairy Milk Silk, Cadbury Celebrations, Cadbury Bournville, Cadbury 5 Star, Cadbury Perk, Cadbury Fuse, Cadbury Gems* are some of the company's chocolate brands in India. The company's beverage portfolio consists of *Bournvita* and *Tang*. *Cadbury Oreo & Bournvita Biscuit* is a part of its biscuit portfolio and *Halls* and *Choclairs Gold* make up its candy portfolio.

Headquartered in Mumbai, Mondelez India Foods Private Limited has sales offices in New Delhi, Mumbai, Kolkata and Chennai and manufacturing facilities at Thane & Induri (Maharashtra), Malanpur (Madhya Pradesh), Baddi (Himachal Pradesh) and Sri City (Andhra Pradesh).

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