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Mondelez India Gives Oreo a New Twist - Introduces Golden Oreo

Further expands into the Biscuit Category by foraying into light colored cream biscuits



INDIA, July 14, 2016: After the successful launch of *Cadbury Oreo* and recently *Cadbury Bournvita Biscuits*, Mondelez India Foods Private Limited has taken yet another step to embed its footprint in India's biscuit market with the launch of a light colored cream biscuit - **Golden Oreo**. *Golden Oreo*, an extension to the *Cadbury Oreo* family, further expands the company's existing portfolio and marks its foray into the light colored cream biscuit market. *Golden Oreo* is a light colored cream biscuit which provides the same high quality and crunchy taste that is symbolic of *Cadbury Oreo*.

The *Cadbury Oreo* brand has gained strong consumer equity since its launch in 2011, making it one of India's most loved biscuit brands. *Golden Oreo* seeks to leverage this equity to build a larger portfolio under the *Cadbury Oreo* brand.

Speaking on the launch of *Golden Oreo*, **Chella Pandyan, Associate Director, Marketing, Biscuits India and Kids Fuel AP, Mondelez India Foods Private Limited**, said "*Mondelez International is the world's leading Biscuits Company and India is a top priority for us. We see tremendous opportunity for growth in the Indian biscuit category. The five years since*

its launch, Cadbury Oreo has become the No. 1 Premium Biscuit in the country. Golden Oreo seeks to expand the appeal for the brand to wider set of consumers. I am confident that it will strengthen our position in the biscuit category in India.”

The launch will be supported by a high decibel integrated marketing campaign which will include a special TVC, and a disruptive visibility strategy in modern and traditional trade stores. *Golden Oreo* will be available across all major urban and rural retailers from mid-July and will be available in two SKUs – INR 35 for a 150g pack and INR 10 for a 50g pack.

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 us 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 Mondelēz 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 Gems*, *Cadbury Glow* 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. For more information, please visit www.mondelezindiafoods.com.

