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‘Say It With Silk’, This Valentine’s Day

Cadbury Dairy Milk Silk amplifies Joy, this Valentine’s Day with the new limited edition packs

The ‘Say It With Silk’ Campaign, will be supported with a special TVC, digital activations, outdoor, exciting on-ground & in-store activation and POB visibility



INDIA – February 9, 2016 – India’s favorite premium chocolate brand, Cadbury Dairy Milk Silk, recently announced the launch of the new limited edition packs, which will urge consumers to express love, this Valentine’s Day. Available in 3 SKUs - 60 gms (Rs. 65), 150 gms (Rs. 150) and

special 250 gms gift pack (Rs. 275), these limited edition packs have certain Valentine cues like the tiny colorful hearts and the bright red ribbon on the pack, which is sure to give the 'premium gifting' feel. This is a part of Cadbury Dairy Milk Silk's Valentine's Day campaign – Say It With Silk.

The special 250 gms gift pack takes the 'Say It With Silk' proposition one step forward with a heart shaped cut out, which can be lifted open to pen down a note and gently sealed back before giving it to the loved one. This thoughtful activity has been aimed towards adding to the sweetness of the season and bringing a smile to consumers, before they start indulging in their smooth and creamier, Cadbury Dairy Milk Silk.

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