

Contacts: Vignesh Nair
Vignesh.Nair@mdlz.com

Kartik Sharma
+91 9819790645
Kartik.Sharma@mslgroup.com

Mondelez India Launches a New TVC for Its Double Chocolatey Cadbury Choclairs Gold

The TVC aims at celebrating the power of the double chocolatey blast, which one can get only from Cadbury Choclairs Gold



INDIA – February 22, 2017 – Mondelez India recently launched a new TVC for India’s much-loved center-filled chocolate éclair – **Cadbury Choclairs Gold**. Conceptualised by L&K | Saatchi & Saatchi and enriched by deep consumer insights, the “Mooh bandh rakhne ka double” campaign celebrates the power of the delicious double chocolate blast inside *Cadbury Choclairs Gold*.

The TVC features two central characters, the younger brother – the protagonist and his elder brother, who share a fun-filled, mischievous relationship with each other. The younger brother is always on the lookout for chances to get his elder brother into trouble. But the elder brother always has that one effective counter attack in his pocket - the double chocolatey Cadbury Choclairs Gold. Each time the younger brother opens his mouth to complain, the elder brother tosses an irresistible *Cadbury Choclairs Gold* to shut him up. With

rich visuals of a double chocolatey blast, the entire film will leave your taste buds craving for a *Cadbury Choclairs Gold*.



Amit Shah, Associate Director – Marketing (Gum, Candy & Beverages), Mondelez India said, “*Cadbury Choclairs Gold* has been loved by consumers over the years. With the brand proposition of ‘Mooh Bandh Rakhne Ka Double Lagega,’ the whole idea of the campaign is to bring out the richness of the double chocolatey *Cadbury Choclairs Gold* emphasizing on more value at the price point of just two rupees. This versatile mix of emotions makes the commercial engaging, endearing and a pleasure to watch.”

Delna Sethna, Chief Creative Officer, L &K Saatchi & Saatchi said, “Getting a film right is always tough business. Getting it right twice is like discovering light at the end of the tunnel. The relationship between two brothers is so rich, it gives us enough leeway to cut it differently every time we try, Chugli-khor little brother believes he has the upper hand, when in fact older brother had the perfect “mooh bandh” solution in the palm of his!”

Please download the TVC from here - <https://we.tl/5L4ys66bXK> (expires on 1st March, 2017)

Agency Details

Agency: L&K | Saatchi & Saatchi

Chief Creative Officer: Delna Sethna

Creative team: Ketki Karandikar and Priyanka Prakash

Vice President: Priyanka Chatterjee

Account management: Divya Madhavan and Ankita Pandit

Agency Producer: Divyang Pandya

Account Planning: Meraj Hasan and Lily Bishnoi

Production house: Flirting Vision

Director (film): Benaifer Mallik and Rajiv Rajamani

Executive Producer: Kunal Dhabuwala

Director of photography: Piyush Shah

About Mondelēz International

Mondelēz International, Inc. (NASDAQ: MDLZ) is building the best snacking company in the world, with 2016 net revenues of approximately \$26 billion. Creating more moments of joy in approximately 165 countries, Mondelēz International is a world leader in biscuits, chocolate, gum, candy and powdered beverages, featuring global Power Brands such as *Oreo* and *beVita* biscuits; *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 Limited

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 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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