

This World Heart Day, Saffolalife emphasises the need to #CareForHerHeart

The new campaign aims to raise awareness about the stress women go through every day that's largely unseen and this stress impacts the health of their heart

Watch the film here: https://youtu.be/WSNo_p7DzU4

Mumbai, September 29, 2020: Saffolalife, a not-for-profit initiative by Marico Limited, has always championed the cause of heart health with a vision to create a 'Heart Healthy India'. In line with its objective to raise awareness and bring effective change, Saffolalife has launched yet another impactful campaign this World Heart Day - #CareForHerHeart that raises awareness for the cause of women's heart health.

A mother, a daughter, a wife, a homemaker, a professional, a friend and more, she does it all with so much ease without anyone realising the toll it takes on her. The stress that goes unnoticed behind it all is not good for her heart.

Conceptualised by Mullen Lintas, #CareForHerHeart campaign kickstarts with a digital film in an emotional and revelatory note, that highlights the stress that women go through every day as they play multiple roles, that has adverse effect on her heart and urges her loved ones to put her and her heart first this World Heart Day, as she continues to be our hero without a cape.

Commenting on the campaign, **Koshy George, Chief Marketing Officer, Marico Limited** said, "Committed to creating a Heart Healthy India, Saffolalife has undertaken various initiatives aimed at encouraging people to adopt a proactive healthy lifestyle over the past few years. This year on World Heart Day, we have launched a heart-warming digital campaign, which brings forth the importance of recognising the unseen stress faced by women in their daily lives and the impact it may have on their heart. Through our continuous efforts to drive awareness around heart health, we are urging everyone to recognise this unseen stress on women and step up to care for her heart."

Garima Khandelwal and Azazul Haque – Chief Creative Officers, Mullen Lintas said, "Every year on World Heart Day, Saffolalife throws light on a subject related to heart health issues which are not known to many. This year, it was a two word brief 'Unseen Stress' in women's everyday life and the film was to be an eye opener. Given the deluge of campaigns around the World Heart Day, the challenge was also to make it clutter breaking. Finally, when we cracked the idea of showing a woman doing her everyday work while the voice over is of a man who is complaining about everyday office stress, got everyone excited. We hope this film and this campaign makes all of us realize, that the everyday stress levels in a woman's life are not good for her heart."



Credits:

CCO - Azazul Haque, Garima Khandelwal

CEO – Hari Krishnan

Creative: Ripanka Kalita, Ashwin Johrapurkar, Shashank Salaskar, Johns Joy, Chandni Dave, Aswirbaad Das, Pintu Bisoyi

Account Management: Priya Balan, Samir Sagar, Miloni Shah

Planning: Ekta Relan, Vinit Jani

About Marico Limited:

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading consumer products companies, in the global beauty and wellness space. During 2019-20, Marico recorded a turnover of about INR 73.1 billion (USD 1.03 billion) through its products sold in India and chosen markets in Asia and Africa.

Marico touches the lives of 1 out of every 3 Indians, through its portfolio of brands such as Parachute, Saffola, Saffola FITTIFY Gourmet, Coco Soul, Parachute Advansed, Hair & Care, Nihar Naturals, Livon, Set Wet, Set Wet Studio X, Veggie Clean, Kaya Youth, Travel Protect, House Protect, Mediker, Revive and Beardo. The international consumer products portfolio contributes to about 23% of the Group's revenue, with brands like Parachute, Saffola, Parachute Advansed, Mediker SafeLife, Just For Baby, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Sedure, Thuan Phat and Isoplus.