

Saffola Masala Oats Launches Campaign with New Brand Ambassador Chef Kunal Kapur Introduces Two New Flavours – Chinese and Italian

Mumbai, February 2016: Saffola Masala Oats' has launched a new campaign showcasing its unique Chefs Choice range. Leading the launch communication is the brand ambassador of Saffola Masala Oats - Indian Celebrity Chef Kunal Kapur, who has played an integral role in creating the new Italian and Chinese flavors.

The brand has kick started the launch through its new advertising campaign featuring Kunal Kapur. The campaign highlights the dilemma of consumers who crave for exciting and savory snacks but feel guilty giving into the temptation of unhealthy munching. Two, 30-second television commercials which recently went on air, showcase Kunal providing the perfect guilt-free solution to their problems by infusing the flavors they crave for- Chinese & Italian, in the goodness of Oats.

Since the launch of Saffola Masala Oats as a tasty alternative for breakfast, health conscious consumers have also been exploring the product as an in-between meal snacking option. Increasing number of consumers are replacing their evening 'chatpata' snack with the option of Saffola Masala Oats. In order to cater to this requirement of consumers to eat something Chatpata for Snacks specifically during evening, brand mapped the most popular snack items consumers eat during that time and arrived at Chinese and Italian as being the most popular ones. The two flavors are an innovation in the oats format and are a hit for the savory Indian palate.

Kunal Kapur is one of the most celebrated faces of Indian cuisine and hosts some of the popular TV shows today. He is also the recipient of several prestigious culinary awards. He embodies the brand philosophy of being a Fit Foodie and will be the face of Saffola Masala Oats on both television commercial and on in-store visibility elements. The ad campaign has been conceptualized by McCann Erickson.

Ms. Anuradha Aggarwal, Chief Marketing Officer, Marico Limited added, *"We have launched the new Chinese & Italian variants keeping in mind that consumers crave for these exciting flavours during snacking occasions. Through our new campaign, we want to drive the message that one can satisfy craving for their favourite flavours through Saffola Masala Oats without the guilt of eating heavy snacks. We are delighted to have Kunal Kapur as the face of the brand. His culinary expertise and a healthy lifestyle approach reflects the core values of our brand. We are confident that this association will go a long way in offering consumers many more delightful taste options that they can choose from and stay healthy at the same time."*

Pradyumna Chauhan, National Creative Director, McCann Erickson said, *"Saffola Masala Oats is doing phenomenal in the market. And the task with the launch of these two flavours is to take that to the next level. So we have done two things with the campaign. One, keep the promise 'don't hold back but khao jee bhar ke' again at the very centre. And two, really give distinct chinese and italian flavour to the two films in terms of cinematic treatment. Now all we want to say to our consumers is, bon appetit!"*

Subbu, Executive Creative Director McCann Erickson added, *"After the phenomenal success of Saffola Masala Oats, it was creatively a very challenging task to showcase 'craving' while 'announcing ' two new*

flavours. We interlaced innovative food shots with classical emotions to create an emotionally and visually 'appetizing' commercial!"

Saffola Masala Oats will continue its journey of creating delectable flavors and shall further strengthen the Saffola Fit Foodie platform with Chef Kunal. Saffola Fit Foodie is a one stop destination for healthy recipes, which also encourages consumers to adopt healthy eating habits. He will be leading the Saffola Fit Foodie expert's panel to create some amazing and innovative recipes.

To further enhance consumer experience and also to promote trials, the brand will be launching the new flavors as a special launch price of Rs. 15 for a 39 g pack.

TVC credentials:

Creative agency – McCann Mumbai

Ad Director- Shujaat Saudagar, BootPolissh

Creative team- Pradyumna Chauhan, Subbu

Account Management- Sarita Raghavan, Renjita Menon

Account Planning- Suraja Kishore, Rajesh Sharma, Akhilesh Nath

TVC Link: <https://www.youtube.com/watch?v=j3zgLD5aiUg&feature=youtu.be>

About Marico Limited:

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading Consumer Products Group, in the global beauty and wellness space. During 2014-15, Marico recorded a turnover of about Rs. 57 billion (USD 940 Million) through its products sold in India and about 25 other countries in Asia and Africa.

Marico touches the lives of 1 out of every 3 Indians, through its portfolio of brands such as Parachute, Parachute Advansed, Saffola, Hair & Care, Nihar, Nihar Naturals, Livon, Set Wet, Mediker and Revive. The international consumer products portfolio contributes to about 22% of the Group's revenue, with brands like Parachute, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, and Thuan Phat.