

Parle Agro launches a revolutionary new addition to its fruit plus fizz portfolio – 'B-Fizz'

~A new malt flavoured fruit juice based drink set to provide a new drinking experience of consumers~

~Superstars Priyanka Chopra Jonas and Jr. NTR roped in as brand ambassadors~

~High-decibel marketing campaigns initiated across all media touch points to maximize reach and awareness~

National, October 15, 2020: Parle Agro, the largest Indian beverage company is all set to disrupt the beverage category in India yet again with its all new drink, **B-Fizz**. This unique and refreshing malt flavoured carbonated drink with apple juice, is set to revolutionize the taste experience of consumers across all age groups. B-Fizz is an exciting new addition to the fruit plus fizz based product portfolio from Parle Agro, who pioneered this category with Appy Fizz. The aggressive marketing, bold packaging and attractive price point is set to create much waves in the Carbonated Soft Drink (CSD) category. The brand has roped in mega-star, **Priyanka Chopra Jonas** as the national brand ambassador to maximize reach and awareness of the new launch while **Jr. NTR** has been roped in as the brand ambassador for Southern India.

Positioned as a drink *For the Bold*, **B-Fizz** presents a unique, bold and invigorating taste profile. The malt flavour mirrors a strong taste of beer while the sweet tinge of apple juice appeals to the palette of all age groups. B-Fizz also stands out as a healthier alternative to synthetic fizzy drinks available in the market. Additionally, the strong and distinctive red colored packaging resonates the boldness of this light and refreshing drink that is ready for consumption at any time of the day or night.

With marketing investments of INR 40 crores, Parle Agro is looking to build tremendous buzz for B-Fizz through a high-decibel marketing campaign. It begins with two new TVCs, one featuring megastar Priyanka Chopra for national media and the other featuring Jr. NTR exclusively for southern markets. The TVC campaign will be supported by impactful and innovative print, mobile and digital activations. B-Fizz will also be the sponsor for select marquee television properties. The campaign will also be aggressively promoted across IPL on Hotstar and YouTube. To drive excitement and demand, the brand has undertaken large scale sampling of the product through various direct to consumer delivery apps. Parle Agro has even deployed OOH for higher impact across 96 cities as of now.

Commenting on the launch, **Nadia Chauhan, Joint Managing Director and CMO, Parle Agro** said, *"Parle Agro is always at the forefront of elevating experiences for its consumers. We love to push boundaries and constantly strive to introduce consumers to taste and experiences that increase excitement and B-Fizz does just that. Subsequently, we have been extremely particular about our Rs. 10 price point that's unmatched in the market. This dominance will not only help scale up our robust distribution efforts post the lockdown, but also ensure B-Fizz is accessible to a larger audience. Our soft launch has already received positive feedback and we are extremely eager to create maximum impact with B-Fizz across markets."*

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B-Fizz is unbelievably priced at Rs. 10 for 160 ml SKU. Despite the unique offering and high-quality packaging, Parle Agro has been significantly rigid about its effective pricing. The power of Rs. 10 has successfully driven massive distribution expansion for the company and has become the fastest-growing SKU for Parle Agro. This Rs. 10 price point also makes B-Fizz the only malt flavoured fizzy beverage brand in the market available at **this incredible value.**

Parle Agro currently dominates the fruit plus fizz drink category with Appy Fizz with an approximate 99% market share. Appy Fizz is one of the most admired beverages and is today, one of the fastest growing carbonated drinks in India creating a substantial dent in the CSD market. With its new fruit plus fizz offering, B-Fizz, Parle Agro aims to grab a larger market share in the overall CSD category to become the No. 1 beverage company in the country.

With Priyanka Chopra on board, the Company is confident her association will further cement the brand's narrative. Commenting on the association **Nadia Chauhan, Joint Managing Director and CMO, Parle Agro** said, *"We are thrilled to have Priyanka Chopra Jonas as the face for B-Fizz. Priyanka fits extremely well with our new product as her bold, distinct and vivacious characteristics represent the core qualities of our brand—bold, edgy and unique. We hope to build on Priyanka's tremendous fan following and popularity across the globe to achieve our goal to become a leading beverage in the CSD category."*

Speaking about B-Fizz, global icon, **Priyanka Chopra Jonas**, said, *"I've had a long association with Parle Agro and I'm excited to be a part of the launch of their new beverage, B Fizz. The campaign is bold, edgy and fun and I had an amazing time collaborating with them on the new commercials. Fruit and fizz is an interesting category in the beverage market and the malt flavoured B Fizz should be a refreshing addition, which I'm sure will soon become a favourite for many."*

Speaking on his continued association with Parle Agro, **south super star Jr. NTR** said, *"It's a delight to be associated with Parle Agro's new flavoured sparkling drink, B-Fizz. The campaign is bold, it's unique and I'm sure consumers will fall for the bold taste too just like I did."*

&Walsh, the creative agency for B-Fizz, has led the campaign narrative for the television commercials, print and digital. The films have been produced by Superlounge, LLC, New York, USA along with Scissor Films and directed by John Poliquin.

Credits:

Concept & Direction: John Poliquin

Production Co: Superlounge, LLC

Post Production Co: Scissor Films

Creative Agency: &Walsh

Creative Director: Jessica Walsh

About Parle Agro:

A pioneer in the beverage industry, Parle Agro Pvt. Ltd. is the largest Indian beverage company with a brand turnover of Rs. 6500 Cr. As a driving force of the Indian beverage market, it offers consumers a variety of products including Fruit Juice based drinks and Packaged Drinking Water serving a variety of

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consumer needs. With 84 manufacturing facilities across India and international locations, Parle Agro caters to over 1.9 million outlets in India driven through more than 5000 channels partners. Along with its brands Frooti, Appy, Appy Fizz, Bailey, Bailey Soda Frio and Dhisoom, the organization has a continued belief in the power of innovation that drives strategy, product development and business practices. This belief has translated into Parle Agro establishing trends that have changed industry and consumer outlook and approach.



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