

Parle Agro's new summer campaign for Frooti to accelerate growth and strengthen brand equity

New campaign will see Alia Bhatt, Varun Dhawan and Allu Arjun enact different situations with two characters from the world of #LiveTheFrootiLife

National, March 25, 2021: Parle Agro, the largest Indian beverage manufacturer announces the launch of its new **#LiveTheFrootiLife** summer campaign for 2021. This year, the campaign will unleash the fantastical world of Frooti with two characters 'scientist' and 'clumsy' alongside Frooti brand ambassadors **Alia Bhatt, Varun Dhawan and Allu Arjun** - three of the biggest celebrities today. These ambassadors bring their own touch to Frooti's TVC, making it more meaningful and impactful and highlighting the might of the brand despite the lockdown.

The campaign for Frooti will roll out across multiple media channels including TV, OOH and Digital. The new campaign has been strategically designed to accelerate and expand the brand's growth post lockdown, create a stronger brand connect and capture a larger market share that will take Frooti to the dominant position in its category. To bolster this purpose, Parle Agro has once again made significant investments in the biggest event of the summer season, IPL. Frooti is now the official on-air sponsor for the IPL in the mango drink category.

The clutter-breaking 2021 TVC for Frooti will immerse audiences into a colorful, illusory and fun-filled world of #LiveTheFrootiLife. The campaign strolls down memory lane with a revamped tune of 'Mango Frooti, Fresh & Juicy' which will resonate well with consumers. Frooti first introduced consumers to #LiveTheFrootiLife, a youthful, vibrant and magical world where anything is possible, in 2015.

"This year's summer campaign is an extension to the surreal world of miniatures interknitted intricately with our brand ambassadors – Alia Bhatt and Varun Dhawan for national markets and Alia Bhatt and Allu Arjun for southern markets. The campaign aesthetically blends in new and quaint elements of the Frooti brand story. Through our campaign, we want Frooti fans to unleash their enthusiasm and #LiveTheFrootiLife" says Nadia Chauhan, Joint Managing Director & CMO, Parle Agro.

A series of thematic media bouquets across TV, outdoor and digital will illustrate a playful banter between Alia, Varun and Allu with the help of two uncanny characters 'scientist' and 'clumsy' who assist them in various life situations ensuring they get their favorite beverage – Frooti, in time, every time, anywhere. The campaign will increase the element of eagerness and suspense amidst the fans while watching the TVCs keeping them hooked and wanting more.

"2021 is going to be our biggest growth year as we move to connecting and engaging with our customers more aggressively," opines Nadia Chauhan. "With our 160ml PET for Frooti, we are certain it will act as our biggest distribution driver across markets and we will see a 20% plus overall growth in sales. With a clear focus on sales & distribution, digital amplification and the association with IPL, we are confident to see an increase in consumption patterns which will further augment our growth backed by our campaign reach."

Parlé Agro



The company continues its hyper-local approach strengthening cultural nuances with its ongoing association with Tollywood superstar Allu Arjun as the face of Frooti in South India. While the national campaign will consist of TVCs featuring Varun Dhawan and Alia Bhatt, it will be recreated with Allu Arjun along with Alia Bhatt for the southern markets.

&Walsh, the creative agency for Frooti, has led the campaign narrative. The intriguing short films have been produced by Lobo, New York, USA while the concept and direction was led by Mateus de Paula Santos & Aron M. Aguiar.

Watch the ad campaign for Frooti here:

- **Frooti TVC with Alia Bhatt:** <https://youtu.be/kopckizsMIY>
- **Frooti TVC with Varun Dhawan:** https://youtu.be/oz0_585h1DE
- **Frooti TVC with Alia Bhatt and Allu Arjun:** <https://youtu.be/rBRwwYVkluc>
- **Frooti TVC with Allu Arjun:** <https://youtu.be/mfq51I5Auwk>

Credits:

Concept & Direction: Mateus de Paula Santos & Aron M. Aguiar

Production Co: LOBO

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 almost Rs. 7000 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 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, B-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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