

## **Parle Agro aiming for a summer blockbuster, looks to doubling market share with its Fizz Portfolio**

***Drives aggressive plans this summer to accelerate growth and dominate the sparkling fruit drink category with Appy Fizz and B-Fizz***

**National, March 25, 2021: Parle Agro**, the largest Indian beverage company strengthens its positioning in the sparkling fruit drink category, as it announces a colossal multi-media campaign for its Fizz portfolio. The fruit plus fizz portfolio of Parle Agro consisting of Appy Fizz and B-Fizz, both pioneering and revolutionary brands in the sparkling fruit drink category are all set to go big with 'One powerful TVC' that will be rolled out for the very first time by Parle Agro. This one-of-a-kind film will be aired nationally featuring mega-star **Priyanka Chopra**- the national brand ambassador and the same will be leveraged in the south with superstar, **Jr. NTR** the brand ambassador for Southern India.

Parle Agro has always been associated with doing things out of the ordinary, taking bold steps, and breaking boundaries. Their summer campaign for 2021 is set to build the Fizz portfolio further and position it as the next big super duo brand in the beverage industry. Parle Agro plans on generating tremendous buzz with an aggressive multimedia campaign including TV, OOH and Digital. The TVC will be aired air across national and regional channels.

*"Year-on-year we continue to grow Parle Agro at a phenomenal pace. And with larger and more aggressive plans for our Fizz portfolio this year, we are looking to gain substantial market share and drive significant growth for Parle Agro in the beverage industry. Additionally, our brand ambassadors are not only the biggest and most celebrated icons in their fields that people look up to, but they also complement the leadership position of Parle Agro's fizz brands as well. With the collective effort of this massive launch for our Fizz portfolio, we aim to double our market share in the sparkling fruit drink category in the coming year,"* says **Nadia Chauhan, Joint Managing Director and CMO, Parle Agro**.

The TVC this year will also have a strong focus on digital strategy and engagement as Parle Agro undertakes investments into IPL to a large degree. With B-Fizz being youth-centric brand, and IPL being a cricket format favored by the youth, Parle Agro believes this digital partnership with IPL on **Hotstar** will generate the right reach, impact and visibility for the brand among their core audience.

Speaking more on the Fizz portfolio, **Nadia Chauhan said**, *"B-Fizz is our most recent launch introduced in the midst of the pandemic. Despite the numerous lockdown-led challenges, the product with its unique taste combined with our marketing efforts, hit the right spot with the consumers generating much business. Parle Agro also already dominates the sparkling fruit drink category with Appy Fizz with an over 90% market share. Thus, with our marketing plans for this season, we aim to boost the Fizz portfolio further to drive growth and expansion for Parle Agro and take us towards our goal of achieving INR 10,000 crore turnover by 2022."*

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Plans are underway to expand B-Fizz's SKU to reach new audiences and to expand the brand's footprint. This will help Parle Agro build new opportunities that will further bolster the positioning of B-Fizz. Appy Fizz is one of the most admired beverages and is today, one of the fastest growing sparkling fruit drinks in India creating a substantial dent in the sparkling fruit drink market. Now, with combined muscle of both Fizz brands, Parle Agro aims to grab a larger market share in the overall sparkling fruit drink category to become the No. 1 Beverage Company in the country.

In addition to the unique and refreshing taste of both drinks which can be consumed at any time of the day or night, Appy Fizz and B-Fizz are also healthier alternatives to synthetic fizzy drinks available in the market. Another factor pushing the success and growth rate of the brands is their 160 ml SKU priced at Rs. 10; an offering that empowered Parle Agro's distribution capabilities and reach. Currently, it is the fastest-growing SKU for the company driving massive distribution expansion for the brands. Hence, with the aggressive marketing and attractive price point of both, Parle Agro aims to create waves in the sparkling fruit drink category while also offering the brands sustained visibility and massive distribution.

&Walsh, the creative agency for Parle Agro, 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.

**Please find below the links to the Fizz portfolio TVCs of Parle Agro:**

- **Fizz TVC with Priyanka Chopra Jonas:** <https://youtu.be/8X1DT09Je7A>
- **Fizz TVC with Jr. NTR:** <https://youtu.be/Tmy9ViY2qR8>

## **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 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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