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Chase the mango, Choos the mango with The Frooti Life *Parle Agro unveils the new summer campaign of Frooti*

Mumbai 29th March, 2016: The flagship brand of Parle Agro- Frooti has launched its new television campaign featuring the King of Bollywood Shah Rukh Khan.

The ad campaign is an extension of the new game-changing visual identity given to Frooti last year with bold packaging design and enhanced recipe that everyone loves. The teaser for this advertisement that launched early last week created curiosity and showed Shah Rukh moving towards a door with 'Life' written on it. What's behind the magical Frooti Life door is unveiled and takes the viewer into a surreal world.

This year's campaign brings the concept of this surreal world directly to the consumers, elaborating on the difference between a normal life and The Frooti Life. The new campaign begins with Shah Rukh Khan climbing steps to push open a mysterious grey door marked 'Life.' Inside, grey-clad office-drone types chant "chase the mango, choos the mango." Shah Rukh Khan closes the door to find a giggling kid dressed like a monk show up with a vial. He sips from the vial marked "The Frooti Life" and gets access to the magical door. Shah Rukh Khan is shown entering a youthful, vibrant and colorful world away from the mundane lives people usually end up living. It is exciting and magical, where anything and everything is possible, and where you can be unabashedly true to your real self. He chases the monk kid encountering a world decorated with giant bottles, huge paintbrushes and dancers wearing giant mango slices around their necks on the way.

Commenting on the launch of the ad campaign, **Nadia Chauhan, JMD & CMO, Parle Agro Pvt. Ltd.** said "At Parle Agro we have a long history in bringing forth unique offerings. With this campaign, we are motivating people to go further and to take action by choosing #TheFrootiLife. Shah Rukh Khan's charm is endearing and fits in with the brand's new ethos, which is bold and contemporary yet is innocently naughty and has a sense of familiarity. We aim to give the consumer a peep inside the Frooti life where anything and everything could happen."

Sagmeister & Walsh, that worked on re-launch campaign for Frooti last year, continues to be the agency on board for Frooti and has led the creative development for this year's campaign as well. Speaking on the campaign, **Jessica Walsh, Sagmeister & Walsh Partner**, said, "There are always two paths that we can take in life: the path where we listen to what other people tell us to do or who we should be, or the path where we figure out who we are and what we want from life and how we can live life on our own terms.

The Frooti Life is a celebration for those who choose their own path and live life on their own terms. It is a celebration of those who go after their dreams and are not scared to be themselves no matter what that means. In the film, inside the Frooti Life world, we represent this through

colorful cast and characters who are weird and silly and are just being themselves and not afraid to have fun and do the 'mango bango' with smiles and confidence."

The brand has strived to remain inventive and creative throughout with a marketing strategy that borders on the unconventional. The campaign was directed by Karim Zariffa and produced jointly by 1st Ave Machine New York & Ransom Films India. The music was developed by one of Bollywood's best, Amit Trivedi.

Spends to the tune of INR 100 Cr. have been invested across a strategic mix of media vehicles with television playing the lead medium for the campaign with an aggressive focus on digital marketing. The campaign will be supported by an extensive outdoor, radio and a cinema plan.

Frooti has always been way ahead of its time since its inception in 1985. Be it the launch of the first ever Tetra Pak, PET bottles, TCA triangular packs or Bottle Packs, it has always strived to remain relevant to the youth. The brand makeover that began in 2015 continues to reinvent and innovate for the discerning consumer.

About Parle Agro:

Parle Agro Pvt. Ltd. is the largest Indian food and beverage company. Today, it is a '2,500 Cr organization'. It is known as much for its diversification into the Foods sector as much as it is for its leadership in the Beverages sector. It operates under four business verticals: Beverages (Fruit drinks, Nectars, Sparkling drinks and Carbonated soft drink), Packaged Drinking Water, Foods and PET Preforms. Each of these verticals operates as independent entities. As a part of their penetration strategy, they have also set-up an exclusive division for Beverages in the RGB format. Over the last few years, their infrastructure has grown to 76 manufacturing facilities both in India and overseas, and has developed a widespread network of 4,250 channel partners that cater to more than 10 lakh outlets in the country.

They cater to the mass market with brands like Frooti, Appy, Appy Fizz, Frio, Dishoom and Café Cuba. Frooti has been the pioneer in the fruit drinks segment and today enjoys market-share of 85% and 33% respectively in the Tetra Pak and PET categories. Appy is the undisputed market leader in the apple nectars category with a market share of close to 70%. Appy Fizz completely owns the category of sparkling fruit drinks.

For more information, please visit: <http://www.parleagro.com/> or <http://thefrootilife.com/>

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