



## Parle Agro's Appy Fizz asks consumers to #RiseUp with new Summer Campaign

*Announces national campaign featuring Salman Khan and first regional campaign with Jr. NTR in South*

**Mumbai, March 14, 2019:** Parle Agro, the largest Indian beverage company, today, announced the launch of a new summer campaign for its fastest growing brand, Appy Fizz. The new campaign urges consumers to #FeelTheFizz by rising up and following their passion. With marketing spends of Rs. 75 crores, Parle Agro has adopted a hyper local marketing strategy with various initiatives to further connect with the consumers across India.

With nearly 99% market share in the Sparkling Fruit Drink Category, Appy Fizz's new brand campaign will play a pivotal role in consolidating Parle Agro's foothold nationally with Salman Khan as the brand ambassador and Jr. NTR as the brand ambassador for Southern markets. Appy Fizz, this year has commenced its marketing campaign starting from March and further continuing its communications throughout the year.

Commenting on the announcement, **Nadia Chauhan, Joint MD and CMO, Parle Agro said**, "Appy Fizz, a 740 Core brand, has grown by 70% in last year, witnessing this phenomenal acceptance from consumers has fueled our desire to chalk an aggressive marketing strategy and build this category to Rs. 4,000 Crore. Both Salman Khan and Jr. NTR have a huge fan base that will help us connect with our consumers and actualize this feat."

Conceptualized by Parle Agro's creative partner, Sagmesiter & Walsh, the 360 campaign will speak out to the young consumers, encouraging them to unleash their true potential and #RiseUp while achieving their goals in life.

Sharing his thoughts on the continued association, Salman Khan said, "The new campaign is as exciting as the brand Appy Fizz. It resonates my belief of rising up in life like the bubbles in Appy Fizz. I am sure my fans will love this new campaign as much as the previous one."

Speaking on the campaign, Jessica Walsh, Partner at Sagmeister & Walsh said, "For Appy Fizz, we have always maintained the intriguing communication strategy, connecting with consumers across the country. Both the brand ambassadors have good screen presence and seamlessly blends with Appy Fizz's bold and edgy persona."

Salman Khan will be feature on all brand mediums including Television, Print, Digital and OOH; while Jr. NTR will be seen on all print and OOH communications in South India.

# Parlé Agro



## 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. 5000 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 76 manufacturing facilities across India and international locations, Parle Agro caters to over 1.5 million outlets in India driven through more than 5000 channels partners.

Along with its brands Frooti, Appy, Appy Fizz, Frooti Fizz, Bailey, Frio, Dhishoom and Café Cuba, 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.

For more information, press only:

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