

## Parle Agro signs Varun Dhawan as the new Brand Ambassador for Frooti

*Varun Dhawan and Alia Bhatt to appear in a series of thematic TVCs*

**Mumbai, 06 March, 2019:** Parle Agro, the largest Indian beverage company, today, announced actor Varun Dhawan as the new face for its flagship brand Frooti. In the new 360 degree integrated communication by Frooti, Varun Dhawan will be seen in a new fun-filled avataar with his real life friend Alia Bhatt.

The new campaign featuring the two real-reel life friends in the surreal world of Frooti will be rolled out this summer further immersing the fans into *#TheFrootiLife* with Bollywood's two most energetic, quirky and naughty icons. It is for the first time that the brand communication will showcase two celebrities.

Commenting on the association, **Ms. Nadia Chauhan, Joint Managing Director and CMO, Parle Agro** said, "Introducing Varun Dhawan as Frooti's new brand ambassador is a step towards accelerating our aggressive ambition to be the no.1 in mango drinks segment. Presence of Varun alongside Alia will help us connect better with the consumers to take the brand to newer heights."

Expressing his excitement on the association with Frooti, actor **Varun Dhawan** stated, "I am thrilled to be associated with Frooti as it not only brings forth memories but also personally connects with me even today. I look forward to taking the fun world of *#TheFrootiLife* to all my fans and invite them to be a part of this fun-filled journey"

Further commenting on her continued association with Frooti, actor **Alia Bhatt** added, "Frooti is the drink that I truly relish and enjoy. I look forward to immersing myself once again into the magical world of *#TheFrootiLife* with one of my closest allies Varun".

Parle Agro also continues its association for the second year in a row with Tollywood superstar Allu Arjun as the face of Frooti in South India.

### **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.

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