



## Parle Agro signs on Tollywood superstar Jr. NTR as the new face of Appy Fizz

Jr. NTR to be the face of the brand in South India

**Hyderabad, February 20, 2019:** Parle Agro, the largest Indian Beverage company today announced the signing of Tollywood superstar Nandamuri Taraka Rama Rao Jr., popularly known as Jr. NTR as the brand ambassador for Appy Fizz in South India. This summer, Jr. NTR will be seen as part of the new Appy Fizz campaign in the region while Salman Khan will continue to be the national brand ambassador for Appy Fizz.

As the creators and current leaders of the Sparkling Fruit Drink Category with over 99% market share, signing Jr. NTR is part of a strategic approach to reinforce Appy Fizz's brand recall and connect with the consumers in southern states. This has been coupled with the increased manufacturing capacities being deployed in South India, as Parle Agro recently completed the setting up of their new state of the art manufacturing facility in Mysore, Karnataka. The new manufacturing location becomes the third manufacturing facility in the southern region after Hyderabad and Chennai and twelfth in the country.

Commenting on the association, **Nadia Chauhan, Joint Managing Director and CMO, Parle Agro** said, *"Parle Agro has an aggressive target to gain tremendous market share in South India and as part of the marketing strategy towards building a strong foundation in the region we have signed on Tollywood superstar Jr. NTR for Appy Fizz. We understand the influence and affinity for regional cinema and celebrities to build stronger cultural relevance and this is a key agenda driven towards our vision to be the No. 1 beverage company in India."*

**On the signing, as the brand ambassador of Appy Fizz, Jr. NTR** said, *"I have always loved Appy Fizz and the decision to be the face of the brand was an easy one after I saw the vision and plans of the brand. Already one of the top beverage brands, I am sure everyone especially my fans will enjoy drinking a lot more Appy Fizz. I know I will!"*

Jr. NTR also joins in with Allu Arjun as the second celebrity from south India to be a brand ambassador for Parle Agro brands in the region.

The Telugu superstar has joined Parle Agro's existing A-listers like Alia Bhatt and Allu Arjun who are the faces of Frooti and Salman Khan, the brand ambassador of Appy Fizz.

### **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, Dhisoom 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.