

## Parle Agro supports 'Vocal for local' through a series of online narratives

*As an India first brand, it aims to transform the PM's mission into a movement*

**National, 20 May, 2020:** Parle Agro, largest Indian beverage company has aligned its forces instantaneously in favor of the mission- '**Vocal for local**'. A brand synonymous to an Indian's identity since 1929 has come out to promote the Prime Minister's inspiring message to the nation - supporting local brands. By highlighting a series of '**vocal for local**' narratives across its social media handles, **Parle Agro** aims to highlight and sync with its Indian roots while inspiring consumers about indigenous consumption.

Taking creative inspiration from the brands own colour schemes and simple typography, one can see Parle Agro brand ambassadors like Alia Bhatt, Varun Dhawan, Allu Arjun and Jr. NTR supporting swadeshi business on the brand's new *vocal for local* creatives.

Speaking about being *vocal for local*, **Nadia Chauhan, Joint Managing Director and CMO, Parle Agro** said, *"Our Prime Minister was quite lucid about strengthening the nation in his speech. As a homegrown brand that's created by an Indian for India, we share the same vision as him. Hence, it was but natural to step up and inspire people to support local companies. Being a deep-rooted Indian brand, we are extremely proud of the legacy we've created. Coincidentally, we also commemorate the birth anniversary of our Founder Shri. Jayantilal Chauhan on 20<sup>th</sup> May. He was the one to introduce many Indians to soft drinks and beverages that are household names today. An industry titan in his time, he trod the unbeaten path and created this Indian beverage empire."*

Parle Agro is a proud Indian company with a rich Indian heritage and legacy. The brand built itself into a multi-crore business by inculcating a strong culture of ambition and pride. Four generations of Indians have led and enabled Parle Agro to make its mark in the hearts of Indian citizens. Whether it was back when the brand owned and manufactured cold drinks or today when they have re-built the business with Frooti, Appy, Appy Fizz, Bailley and more; Parle Agro continues to be an India first brand. By procuring and sourcing raw materials from Indian farmers and products that are manufactured in India, the brand has also been instrumental in uplifting the lives and livelihoods of many since its inception.

Please find below the link to Parle Agro's video on social media for #VocalForLocal, as they also celebrate the 109th birth anniversary of their Founder, Shri Jayantilal Chauhan on 20<sup>th</sup> May, 2020:

**Parle Agro Instagram link -** <https://www.instagram.com/p/CAZeFmSAO5m/>

### **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. 6500 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 1.8 million outlets in India driven through more than 5000 channels partners. Along with its

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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.



@Parle\_Agro



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**For media queries please contact:**

Megha Nambootiri | [megha.nambootiri@madisonpr.in](mailto:megha.nambootiri@madisonpr.in) | 98215 67542

Rachita Ravindran | [rachita.ravindran@madisonpr.in](mailto:rachita.ravindran@madisonpr.in) | 98207 69251

Shirley C Dsilva | [Shirley.Dsilva@parleagro.com](mailto:Shirley.Dsilva@parleagro.com) | 98700 60007