



## Dhara launches new campaign for its Kachi Ghani Mustard Oil

~Makes *Jhanjh* colloquial by correlating it to attitude~

**New Delhi, 24 June 2015:** Dhara, the leading cooking oil brand of India, has unveiled its new campaign for its Kachi Ghani Mustard Oil variant. The campaign plays on *jhanjh* (meaning pungency), and makes the word colloquial. The TVC correlates *jhanjh* to attitude. A series of 3 different scripts, showcase an upcoming singer, a party worker and a footballer aiming to make it big in their respective field being guided by their Gurus. The gurus' tell them that while they have the talent but they do not have the X factor (Re: *Jhanjh*) to make it big.

Dhara Kachi Ghani Mustard Oil through this campaign idea, amplifies a dilemma we as individuals often face. While working on a tasks we often feel there's something 'amiss'. With our intuition we often are able to tell the absence of the 'X Factor' but struggle to define it. This is the feeling the campaign builds on. For mustard oil users, the presence of *jhanjh* is an important purchase consideration which adds that extra flavour and taste to the food.

**Speaking on the new campaign, Mr. Sanjiv Giri, Business Head - Dhara said,** "The campaign has been developed after an extensive research with the consumers. The campaign is preceded by a packaging change and fortification with Vitamin A & D. I am confident that with our new campaign, we will be successful by bringing in clarity of our positioning and USP of the product to grab the mind share of our valued consumers."

**Adding to it, Amit Kumar Taneja, Deputy General Manager – Marketing said,** "Jhanjh in kachi ghani mustard oil is the most sought after virtue driving purchase consideration for consumers but is also the least talked about. With no brand currently talking about it, we saw an opportunity to own the space. Also in the eastern part of the country, Jhanjh, apart from meaning pungency also connotes attitude. We used this as the creative hook to build on the campaign. The central idea was to make *Jhanjh* synonymous to Dhara Kachi Ghani Mustard Oil by correlating *Jhanjh* to attitude"

Apart from the TVC, other medium that the new campaign is being rolled out on includes print, outdoor and digital. There are a few innovations planned with which are intended to pleasantly surprise and enhance engagement with the consumers. The one month campaign is currently underway.



## **Agency Credits – DDB Mudra**

Account management:

- Vandana Das – Agency head
- Radhika Das – Sr. Vice President
- Anshum Maini – Executive Business Communications

Creative team:

- Sambit Mohanty – Creative Head (North)
- Shubhashish Datta – Sr. Creative Director (Art)
- Shivil Gupta – Creative Director (Copy)
- Binoy Sarkar – Associate Creative Director (Copy)
- Pallav Medhi – Associate Creative Director (Art)

## **About Dhara Edible Oils**

The origins of the brand go back to over 27 years to August 1988 when it was launched under the 'Operation Golden Flow' program of NDDB as a market intervention program. During that time, the edible oil industry was characterized by loose oil sales, adulteration and the presence of numerous middle men. The 'Operation Golden Flow' program was conceptualized to replicate the success of 'Operation Flood' or White Revolution. It involved combining skilled management, processing and marketing strategies with cooperative practices among farmers.

Dhara was the first to launch the tamper proof Tetra Pack to combat the issue of adulteration and introduce an FMCG distribution format. Dhara's creation added value to the return of the producers and provided a stable supply of quality oil to the consumers at a fair price.

Trust, purity, consistency of quality and taste are the hallmarks of Dhara. Since it was launched, Dhara has continued to evolve its portfolio of products with which it serves its consumers. Currently the brand markets Dhara Refined Vegetable Oil, Dhara Health Refined Sunflower Oil, Dhara Fit n Fine Refined Soya bean Oil and Dhara Life Refined Rice Bran Oil, Dhara Cottonseed Oil and Dhara Refined Groundnut Oil in the refined category. In the filtered oil segment, Dhara markets Dhara Kachi Ghani Mustard Oil, Dhara Groundnut Oil and Dhara Mustard oil.