



Discover Chef Ajay Chopra's Culinary Secret with Mother Dairy-Safal's New Campaign

~ The newly introduced campaign comprises of a DVC and is spread across other mediums including print and radio. ~

New Delhi, 07th August 2023: Mother Dairy Fruit & Vegetable Pvt. Ltd., a trusted name in the Indian food industry, has rolled out a new campaign for its horticulture brand – Safal, featuring renowned Master Chef Ajay Chopra. The campaign – ‘**Matar Safal toh Recipe Safal**’ – aims to highlight the crucial role of choosing the right ingredients, showcasing Safal Frozen Peas as the best quality option, in transforming the taste and elevating the overall culinary experience. The new campaign aims to address this very aspect, reinforcing Safal's commitment to promoting quality and preservative-free frozen vegetables and encouraging consumers to make conscious decisions when preparing their meals.

The newly introduced campaign, executed by DDB Mudra, is a celebration of culinary excellence and a testament to Safal's commitment to providing consumers with the finest quality, preservative-free frozen vegetables for an unmatched cooking experience. With Chef Ajay Chopra unravelling the secret behind superior taste, this campaign promises to resonate with cooking enthusiasts and food lovers alike, inspiring them to make the right choice and elevate their culinary endeavours to new heights. The DVC is live across Brand Safal's social media handles and is further spread across print and radio mediums.

Talking about the new campaign, Mr. Manish Bandlish, Managing Director, Mother Dairy Fruit & Vegetable Pvt. Ltd., said, “At Mother Dairy, we are committed to delivering superior-quality food solutions to our consumers, adding value in their day-to-day experiences. Safal's Frozen Vegetables are categorized as the best alternate to fresh vegetables with which consumers can relish their favourite recipe round-the-year, that too with the added convenience of hassle-free cooking. Brand Safal is also credited for launching India's first Frozen Peas way-back in 1991 and is undoubtedly the most preferred choice today. We are happy to associate with renowned Chef Ajay Chopra for a distinguished product that has been aptly enhancing the culinary experiences for over 30 years. Given the increased viewership of food-related content in this digital age, we decided to come up with a contemporary campaign that seamlessly connects with the consumers of today, thereby strengthening the brand's connect with them.”



DVC Execution

The DVC opens on Chef Ajay Chopra conducting an engaging Instagram Live session, interacting with viewers, taking their questions, etc., while preparing a dish. During the course he reads a comment aloud wherein one of the viewers shares her unsuccessful attempt of getting the right taste in her *matar* paneer dish. Chef Ajay Chopra then sheds light on a crucial aspect often overlooked, i.e., the importance of using quality ingredients, citing the example of peas. He passionately emphasises the necessity of colour & preservative-free peas with tender and consistent grains for an enhanced taste experience. To exemplify, he showcases Safal Frozen Peas as the best quality option, holding and examining the peas to highlight their freshness. He signs off by saying how he always prefers using Safal Frozen Peas, concluding, *Matar Safal toh Recipe Safal*.

The DVC can be viewed at: <https://www.youtube.com/watch?v= K5GLlyLPmw>

Commenting on the campaign's execution, Mr. Iraj Fraz Batla, Creative Head, DDB Tribal, said, "Be it an ace Chef like Ajay Chopra, or a questionable one like me, we all know that before skills and recipes, come ingredients. And when it comes to any preparation with peas, 'Matar Safal, toh Recipe Safal'. For a brand that was the first to launch frozen peas in India and then become the hallmark of quality peas without much ado, this is Safal's first large scale campaign that will be visible across 400+ Safal stores, and thousands of other retail outlets in India, apart from extensive digital exposure."

Safal Frozen Peas retain the nutrition of fresh peas, ensuring a high-quality product. By sourcing quality peas from farmers, meticulously sorted and packed using Individual Quick Freezing (IQF) technology, Safal offers exceptional quality, taste and consistent excellence in every pack. Safal Frozen Vegetables are preservative-free, and the portfolio also includes Frozen Mixed Vegetable, Frozen Sweet Corn and Frozen Jackfruit. Along-with Frozen Peas, Brand Safal is credited for launching India's first ever Frozen Jackfruit.

About Safal

Safal, the horticulture arm of Mother Dairy Fruit & Vegetable Pvt. Ltd., was incorporated in 1986 with a vision to provide healthy and fresh fruits & vegetables (F&V) to its customers at competitive prices through its Safal outlets across Delhi & NCR. With its wide network of Farmers' Associations & Collection Centres, Safal has been successful in its quest for providing safe and natural F&V at competitive prices when compared to the local F&V vendors. This robust supply chain and procurement system enables Safal to connect with the farmers directly and ensuring fair returns to them. A highly qualified back-end team educates farmers to induct and adopt good pre/post-harvest technologies, giving farmers an assured platform for their produce. Safal operates through a robust network of over 400 outlets across Delhi & NCR and Bangalore. Over the years, the brand has diversified its offerings with frozen vegetables & snacks, unpolished pulses, pulps & concentrates, etc.