



Mother Dairy To Launch New TVC Campaign on ‘Dailycious’ Dairy Whitener

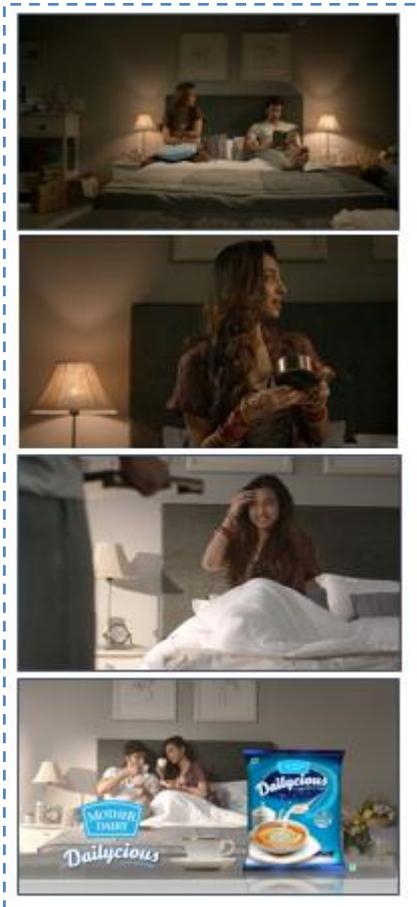
- Renowned Bollywood Actor Radhika Apte to feature as the leading lady of the two film campaign.
- The new TVC campaign is first from the brand with targeted communication for consumers across West Bengal and Assam.

Kolkata, 16th March 2016: Mother Dairy Fruit and Vegetable Pvt. Ltd. (MDFVPL), a wholly owned subsidiary of the National Dairy Development Board, is all set to launch a new television commercial (TVC) for their dairy whitener product – Dailycious, which will be specially targeted for consumers across the regions of West Bengal & Assam. The new TVC will feature renowned Bollywood Actor Radhika Apte as the leading lady of the two-film campaign, created by Ogilvy.

The Dailycious TVC campaign is centred on a young couple who is setting out on their journey of life after being wed recently. In the second film, scheduled for release later this year, takes the plot further with an interesting new surprise. While the couple still remain central to the TVC’s theme, the audience will get to see a different facet of the couple’s life and bring out the brand message from Mother Dairy - *“Banaye Special Moments Magical”*.

Speaking on the campaign, Subhashis Basu, Business Head – Value Added Dairy Products, Mother Dairy, said, “At Mother Dairy, we have always been proud to be a part of the daily lives of millions of consumers and dairy whitener is one such category that starts the day of many of our consumers. Over the period, this connect has established our presence with our audience; however this season we wanted to strengthen the bond and this new TVC is a perfect platform to take the thought forward. I am confident that the new campaign will make perfect appeal to grab the mind share.”

Elaborating on the association the renowned new age Bollywood Actor Radhika Apte added, “It gives me a lot of joy to be associated with an iconic brand like Mother Dairy which is loved & trusted by all. The new Mother Dairy Dailycious dairy whitener ad conveys a very sweet & endearing message in a manner that is most relatable to any Indian household.”



The TVC opens on the couple who is about to retire for the night, when the wife portrayed by Radhika Apte asks her husband with the apprehension & coyness of a newlywed bride, if he would prefer his morning tea at 7 AM? The husband, who is busy reading a book in bed, responds to her in an unpretentious manner. The next morning the wife wakes up at 7:10 AM and realizes that her husband is already out of bed, when all of a sudden he surprises her by bringing the morning tea and banters with her for being 10 minutes late. This exchange between the two creates a special bonding moment, which only ends up becoming magical over a cup of tea made from the purity & goodness of Mother Dairy Dailycious dairy whitener.

"In communicating the Dailicious Dairy Whitener from Mother Dairy, we decided to centre our stories around the all-important cup of tea - partner to countless Indian stories every day. A well-made cup of tea can infuse magic into everyday moments, much like the effect of the goodness of Mother Dairy Dailicious Dairy Whitener on the tea itself. Featuring the talented Radhika Apte, we've created a set of two spots in this campaign", **Added Ajay Gahlaut. Executive Creative Director, Ogilvy India.**

The TVC will be aired starting from March 17, 2016 and will also be available on YouTube and other digital channels. The campaign will be Mother Dairy's first initiative towards developing a regional approach in Bengali and Assamese. The newly launched campaign will be supported by a series of initiatives involving a 360° approach spanning across print, radio, digital and BTL activities.

The TVC can be viewed at: https://youtu.be/VWryTXK_MX8

CREDITS:

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About Mother Dairy Fruit & Vegetable Pvt. Ltd.

Mother Dairy was commissioned under the flagship 'Operation Flood' project of the National Dairy Development Board (NDDB) in December 1974 and today the Company is a wholly owned subsidiary of NDDB. A trusted brand, known for its purity, safety and quality milk has been serving city of Delhi for over 40 years and has become an integral part of the lives of the millions of people living in the city. Mother Dairy has been a market leader in the branded milk segment in Delhi NCR and also markets milk to regions like Mumbai, Lucknow, Kanpur, Tirupati and Hyderabad.

The brand over the years has also evolved into a significant dairy products player with presence in the categories of Ice creams, Dahi, Mishti Doi, Fruit yoghurt, Masala Chaach, Lassi, Flavoured milk, butter, cheese, UHT milk, etc. Mother Dairy also markets fresh fruit and vegetables, frozen vegetables, fruit pulps, fruit juices, jams and unpolished pulses under the brand name 'Safal'. The 'Dhara' range of edible oil is also marketed by Mother Dairy and is available in all major locations across the country.

The Company in its consistent effort to stay connected with its stakeholders had launched a campaign with its corporate tagline – Happy Food Happy People. The tagline captures the essence that the Company is committed to bring happiness to every individual with its range offering pure, hygienic and adulteration-free high-quality products backed by the strength, differentiator and heritage of the brand over years.

In our endeavour to instil and create happiness in the lives we touch, we live our notion of creating happiness for our employees through creating a workplace reality that is fulfilling and enriching for them. We constantly listen to our employees and evolve our people practices. As a result of this, Mother Dairy has been recognized as the 2nd Best in the FMCG Industry and has also been ranked at 39th amongst India's Top 100 Best Companies to Work, in a study by Great Place To Work® Institute in association with the Economic Times for their annual 2015 survey. The corresponding ranking in 2014 was 62nd amongst the list of Top 100. In the survey, the brand also witnessed a significant move its Trust Index from 70% to 83% in 2015.