



Mother Dairy Launches New Phase of ‘Dailycious’ Dairy Whitener Campaign

- The new TVC is in continuation to the earlier campaign launched in March 2016 and features renowned Bollywood Actor Radhika Apte with a new twist.
- The campaign is brand’s major targeted communication for consumers across West Bengal and Assam complimenting the region specific product strategy.

Kolkata; 5th September, 2016: Milk & Milk products major Mother Dairy Fruit and Vegetable Pvt. Ltd. (MDFVPL), today launched the Phase II for its dairy whitener brand – Dailycious with a new television commercial (TVC) campaign. The new TVC is specially targeted for consumers across the regions of West Bengal & Assam. The TVC features renowned Bollywood Actor Radhika Apte as the leading lady in her new facet of life and has been conceptualised by Ogilvy.

The first TVC, released a few months ago, was centred on the couple as newly-weds beginning their journey together. The second TVC, which is in continuation of their life ahead, takes the plot further with an interesting new surprise. While the couple still remains central to the TVC’s theme, this time the audience will get to see a different facet of the couple’s life as the wife’s mother-in-law enters the picture.

Speaking on the campaign, Subhashis Basu, Business Head – Value Added Dairy Products, Mother Dairy, said, “At Mother Dairy, we always endeavour to bring out products that offer best in class experience with trust, quality & purity. As part of our East India focus addressing to specific needs of consumers, we introduced Dailycious, the dairy whitener brand offering solutions with right mix of colour, taste, miscibility and cuppage. Over the period, this connect has established our presence in the region and to further strengthen the association, we are now launching a new phase of our Dailycious campaign taking the thought forward. I am confident that the new campaign will appeal to masses and enhance brand’s engagement with consumers.

Elaborating on the association, the renowned new age Bollywood Actor Radhika Apte added, "I am happy that the 1st ad was received so well and has managed to garner a lot of traction for the brand with its consumers. The journey thus far has been quite magical, much like Mother Dairy’s Dailycious dairy whitener and I hope that the 2nd TVC is equally loved & appreciated by all."



TVC Plot

The TVC opens on the couple at the dining table, with the wife serving morning tea to her husband and mother-in-law. While serving tea, the wife asks her husband to show the newly bought shoes to her mother-in-law, attracting a witty & muted response from husband, whereas mother-in-law is taken a back in surprise. The mother-in-law then tries to search the new shoes on her son’s feet under the table with a feeling of apprehension, but is unable to find them underneath. She then goes on to take a sip from her tea and finds an unexpected pair of red toddler shoes before her sight. Amazed by the little pair of shoes, the mother-in-law then looks towards her son in-order to confirm the thought of becoming a grandmother. Her son in return confirms the same with a smile. She further looks towards her daughter-in-law to confirm the news, to which she happily nods in agreement. The entire

moment becomes more cheerful when both hug each other celebrating the occasion. This exchange between them creates a special bonding moment, which only ends up becoming magical over a cup of tea made from the goodness of Mother Dairy Dailycious dairy whitener.

"The second TVC from the two ad film campaign takes the conversations and stories around the all-important cup of tea to a new dimension, reiterating our big idea that a well-made cup of tea can infuse magic into everyday moments. The goodness of Mother Dairy Dailycious Dairy Whitener enhances the tea experience, which has been captured in this endearing spot featuring the talented Radhika Apte." **added Ajay Gahlaut, Executive Creative Director, Ogilvy India.**

The TVC will go on air starting September 05, 2016 and will also be available on YouTube and other digital channels. The campaign is Mother Dairy's one of the leading initiatives 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/S3H038dneuc>

CREDITS:

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About Mother Dairy Fruit & Vegetable Pvt. Ltd.

Mother Dairy was commissioned in 1974 as a wholly owned subsidiary of the National Dairy Development Board (NDDB). It was established under the initiative of Operation Flood, the world's biggest dairy development program launched to make India a milk sufficient nation. Today, Mother Dairy is a leading dairy player which manufactures, markets & sells milk and milk products including cultured products, ice creams, paneer and ghee under the 'Mother Dairy' brand. The Company also has a diversified portfolio with products in edible oils under the 'Dhara' brand and fresh fruits & vegetables, frozen vegetables, range of unpolished pulses, fruit juices, jams etc. under the 'Safal' brand. Mother Dairy through its brands has a national footprint across all major cities in India, offering a delectable range of products to its customers.