



## Mother Dairy Launches New TVC for its 'CHILLZ' Range of Ice Creams

~Tugs at the heart of emerging India with 'TOO GOOD TO SHARE'~

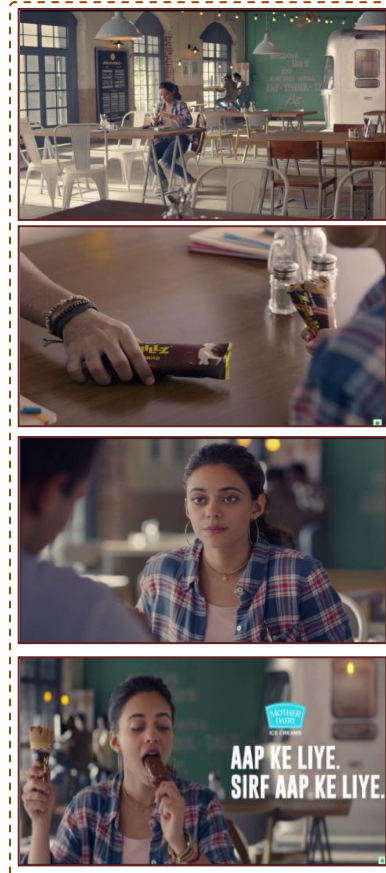
**New Delhi; June 09, 2017:** Leading milk and milk products player, Mother Dairy, is all set to launch a new television commercial (TVC) for its CHILLZ range of ice creams, targeting the peer group – emerging consumers of India. The new TVC with the tagline “Aapke Liye. Sirf Aapke Liye!” highlights the fact that these delightful ice creams, made of real milk are so delectable that it makes them too good to share.

The campaign has been conceptualized by Ogilvy & Mather, Gurugram, while the production has been executed by Chrome Pictures.

### ***You never share a CHILLZ – AAPKE LIYE. SIRF AAPKE LIYE!***

The new TVC is created with an insight to beat the heat with Mother Dairy's CHILLZ range of ice creams. The unique product format of Mother Dairy ice creams are such that they provide an immersive multisensorial consumption experience and are meant primarily for individual indulgence. Added to this mix is a great ingredient story of these ice creams being made with real creamy milk and an abundance of chocolates, nuts, almonds and more; all of which truly make it a delight for the taste buds and an indulgence that is simply too good to share. While many may share a lot with their near ones, but ice creams, it turns out to be “Aapke Liye. Sirf Aapke Liye!”

**Speaking on the Campaign Mr. Randhir Kumar, General Manager – Marketing (Dairy Products), Mother Dairy Fruit & Vegetable Pvt. Ltd. said,** “With the launch of Mother Dairy CHILLZ TVC we are targeting consumers who are fond of Ice-creams which are best to resist the heat in scorching summers. With growing urbanization and exposure to global trends, the consumer expectations have also evolved. As a consumer centric organization, we take the the onus of meeting those expectations on us. Mother Dairy's CHILLZ range of ice creams offers bars and cones that are made from real creamy milk and superior ingredients, to truly delight their taste buds and entice consumption. With this commercial I am sure we would be able to soothe our consumers' indulgence in varieties of CHILLZ ice-creams”.



### **TVC Plot**

The TVC opens in a college cafeteria, where a young girl is sitting with Mother Dairy's CHILLZ ice-creams, and her boyfriend steps in casually grabbing one of the ice-cream bar from her hand. Just as the guy is about to take a bite the girl innocently asks “Aaj movie ya bowling? Venky”. Confusingly, the guy looks at the girl asking “Who is Venky?”. Pretendingly, girls says “sorry,



Krish!". The guy becomes even more perplexed and enquires yet again and the girl again calls him with some other name and it continues. With a sad confusing expression the guy slowly hand-overs the ice-cream bar to her and storms away. Girl, gleefully grabs the ice-cream bar and looks delighted to have both of Mother Dairy's CHILLZ ice-cream. In a matter of 30 seconds the TVC connects with you and makes you want to have that delicious creamy ice cream made with real milk.

**Mr. Kapil Arora, President, Ogilvy North, added,** "One of the best things about Mother Dairy and its range of delightful Ice Creams is that they are made with real ingredients of the finest quality, that are added to it in abundance. Our creative idea revolves around the simple truth that these ice creams are so delightfully indulgent that they aren't meant to be shared; Mother Dairy ice creams 'made for you, and only you'."

The TVC will be aired starting from June 09, 2017 and will also be available on YouTube and on the Company's social media pages.

The TVC can be viewed at: <https://youtu.be/Qeb6nbMVbUM>

#### **Credits**

Managing Partner & President Ogilvy & Mather: Kapil Arora

National Creative Director: Ajay Gahlaut

Creative Director: Divya Bhatia, Vimal Singh

Account management: Pawan Bhatt, Siddhartha Ghose, Shobhit Choudhary

Production house: Chrome Pictures

Director: Hemant Bhandari

Producer: Abhishek Notani

#### **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.