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BRAND:
DHARA
#ZARA SA BADLAV
BANAYE LIFE BEHTAR

AGENCY



We felt that there needs to be a change in the cooking oil and oil consumption conversation and who better than Dhara to initiate this. While the

communication ends with a bold message - an oil brand urging users to consume less oil, the '*Zara Sa Badlaav*' campaign is all about change. And the one thing we know about change is that it best begin at home.

Brijesh Jacob

Chief Creative Technologist, DDB Mudra Group

CLIENT



Dhara has always been a conscious brand strongly advocating healthy living; in fact, we were amongst the first ones to carry a statutory message recommending

consuming cooking oil in moderation, coupled with physical exercise. This new campaign is an attempt to promote a healthy lifestyle and encourage people to bring in small changes for larger health benefits.

Saugata Mitra

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