

Dhara Celebrates #WomenOfChange through a Series of Digital Videos

~The all-new digital campaign will narrate extra-ordinary stories of ordinary women from across all walks of life through a series of videos~

January 15, 2020; New Delhi: Dhara, India's leading edible oil brand, is all set to showcase extra-ordinary stories of ordinary women amongst us, through its new digital campaign **#WomenOfChange**. The new campaign comprises of a series of digital videos of women who have, along with their daily chores, managed to find time for themselves and their subdued passions. The overall intent is to bring to limelight such extraordinary stories that are often talked about all around us, but do not get the attention that they deserve.

The **#WomenOfChange** campaign has been conceptualised by Dhara and is being executed in co-ordination with Mixed Route Juice.

Talking about the new campaign, Mr. Sanjeev Giri, Business Head – Dhara, Mother Dairy Fruit & Vegetable Pvt. Ltd., said, “In today's times, work and personal life are mostly mashed together in a blur of activities and 24-hours suddenly become too less to find out one's purpose and calling. This campaign is a testament to those women who have not only succeeded in their work and personal lives but have also followed their passion, balancing everything in just the right manner. The all new campaign is our effort to encourage such women across all walks of life and inspire them to do more in a day and pursue the things they love.”

The video-led campaign will introduce one video every month on Dhara's digital pages including Facebook, Instagram, Twitter and YouTube, featuring one woman at a time and will cover different scenes entailing various scenarios of her life and how they have managed time for their passions despite the hectic daily routine they have to go by.

Mr. Giri further added, “We have seen women constantly juggling between roles, leaving out the things they love doing the most and yet there are many astonishing ordinary lives with extra-ordinary stories within them. The new initiative is an extension to our umbrella positioning of 'Zara Sa Badlaav', as these videos of ordinary women will encourage others to dig deep and search for their true calling, thereby invoking a change within.”

The first video of the all-new digital series can be viewed at:

<https://www.youtube.com/watch?v=5ij1ldnEMdg>

Credits:

Brand: Dhara Edible Oils (Mother Dairy Fruit & Vegetable Pvt. Ltd.)

Digital agency: Mixed Route Juice

Co-Founder and Creative Head: Amrita Sharma



About Dhara Edible Oils

The origin of Dhara goes back to over 30 years, when it was launched under the 'Operation Golden Flow' program of NDDDB as a market intervention program in August 1988. Trust, purity, consistency of quality and taste are the hallmarks of Dhara. Since inception, the brand has continued to evolve its portfolio of products with which it serves its consumers. Dhara was the first to launch the tamper proof Tetra Pack to combat the issue of adulteration and introduce an FMCG distribution format.

Currently, Dhara offers Refined Vegetable Oil, Refined Sunflower Oil, Refined Soyabean Oil, Refined Groundnut Oil and Refined Ricebran Oil in the refined category. In the filtered oil segment, Dhara markets Kachi Ghani Mustard Oil, Groundnut Oil and Mustard oil. As a socially responsible brand, Dhara has been fortifying its range of edible oils with Vitamins A & D, a practice followed since 2009.