

Dhara inspires “Milled in India Oils for Made in India Food”

~Kicks off integrated campaign that furthers Dhara’s proposition of Zara Sa Badlaav, appropriating and mirroring the changes that are sure-fire ways of living healthier~

March 02, 2020; New Delhi: Dhara, India’s leading edible oil brand has started the “Milled in India” campaign encouraging the consumers to adopt to traditional indigenous filtered oils that suite the Indian taste palate, style of cooking and cuisines.

The “Milled in India” campaign conveys to the consumers how adopting traditional wisdom goes a long way in improving life – Zara Sa Badlaav banaye life behtar. The campaign highlights the next behaviour change that Dhara is advocating – using oils that are milled in India. Indigenous oils, typically Filtered Mustard Oil, Groundnut Oil and Gingelly Oil, have been used in India for generations and are considered the ideal cooking medium in India.

Mr. Sanjeev Giri, Business Head – Dhara, Mother Dairy Fruit & Vegetable Pvt. Ltd., mentioned, “Food has always been embraced in our country. With global exposure and evolving preferences, consumers are opting for newer oil variants; however, indigenous oils are still best suited for the Indian taste palate. It is also an established fact that with food comes regional preferences and so the type of oil. For eg., Mustard Oil is mostly preferred in the northern and eastern regions, whereas Groundnut oil is the preferred oil in the west. Through this campaign, we aim to re-ignite the traditional chronicles while taking our consumers back to their legacy of taste that they all have grown up with.”



“Milled in India” is an integrated campaign initiative of Dhara running across Print, OOH, Radio, POS, and Digital medium of communication. The product hero for the entire communication would be indigenous flavoured oils (such as Kachi Ghani Mustard Oil and Groundnut Oil). The campaign aims to enhance the brand score and relevance for Dhara in the lives of a new generation and at the same time be rooted in tradition.

Mr. Giri further added, “Dhara has been the market leader in the filter oil segment and we have been on the forefront to advocate the use of traditional indigenous oils. As a brand, it is not just about highlighting its benefits rather it is invoking small behavioural changes – Zara Sa Badlaav banaye life behtar.”

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 not only been fortifying its range of edible oils with Vitamins A & D but has also been strongly advocating about moderate consumption of edible oils with physical exercise.