

## Dhara rekindles the tune *Dhara Dhara Shuddh Dhara*; brings back memories from the yesteryears

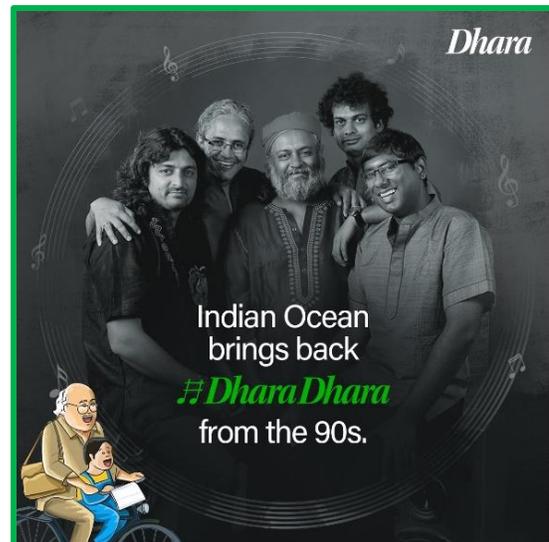
~ In association with the iconic band Indian Ocean, Dhara relaunches its 90s tune *Dhara Dhara Shuddh Dhara* ~

**May 26<sup>th</sup> 2020; New Delhi:** Imprinted in our memories from the time the ad used to play on Doordarshan, the jingle and the jalebi kid is still alive in our hearts and mind even after two decades. Back in the early 90s this tune had kick-started the 'Anokhi Shuruat' of a dynamic journey for the leading edible oil brand and today as Dhara re-launches the tune Dhara Dhara Shuddh Dhara, it takes the audience back to the glorious days of past.

Not only is it an epic comeback of the brand's jingle but fuelling the brand space and lending a fresh look to it is the music band- Indian Ocean which is also iconic to the era.

Many have grown up listening to the Dhara jingle and humming to the tunes of Indian Ocean band, and today as India sits back at home due to the lockdown, enjoying Classical epics like Ramayan and Mahabharat, Dhara rekindles its milestone era with the Dhara tune.

**Talking on the idea of the campaign, Mr. Dinesh Agrawal, Business Head – Dhara, Mother Dairy, said,** "Dhara has been deep rooted in the Indian value system since 1988. This phase of lockdown has taken us back in time when people enjoyed even the smaller joys of day to day life. As we spend time with family and travel back the memory lane, we want our consumers to also travel back and relive those moments with us on an emotional journey. Dhara tune has ruled our hearts then and continues to rule now and forever. With this campaign we want to hold our consumers in an emotional bond and stir nostalgia with the melody of the ad."



The campaign has been conceptualized and executed by Mixed Route Juice, and can be viewed on Facebook, Instagram, YouTube and Twitter channels of Dhara. Live for a duration of three-weeks, this campaign invites India to submit their version of Dhara Dhara Shuddh Dhara tune and the best entries will be given special prizes from the brand.

**Speaking about this campaign Amrita Sharma, Creative Head, Mixed Route Juice said,** "Indian Ocean brings back to one's mind space the memories from a golden era, where bonds amongst people were stronger. The current situation too has brought an all new realisation that has given family time more precedence over the rest of the things. With this campaign, we wanted to bring back the same goodness that once a prime part of everyone's life. The connect of the band with what we wanted to do for the brand was perfect."

Recreation by band Indian Ocean can be viewed at: <https://youtu.be/kiA-jlXKJGk>

## **Credits**

*Brand: Dhara*

*Marketing Head – Monika Tomar*

*Our Partner – Mixed Route Juice*

## **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.