

Dhara Launches ‘Rishton ki Sehat’ Campaign, Builds On Its Brand Proposition Of Zara Sa Badlaav Banaye Life Behtar

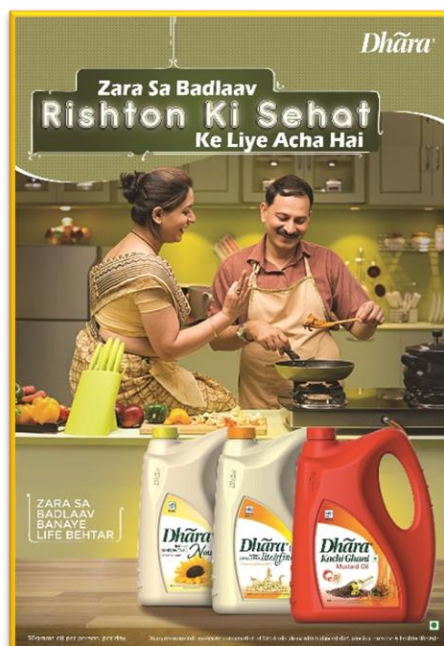
- ***Campaign rolled out with 2 new TVCs and comprises of an exclusive web-series with acclaimed culinarian Chef Ajay Chopra.***
- ***The 4-week long multi-lingual campaign is spread across 14 states through TV, print, radio, and digital mediums.***

New Delhi, 16 March 2021: Dhara, India’s leading edible oil brand, has rolled out its new campaign – ‘**Rishton Ki Sehat**’ that manifests the importance of looking after the general well-being of one’s family by adopting good health practices. With its new campaign, the brand aims to build upon its brand proposition of *Zara Sa Badlaav Banaye Life Behtar*. The multi-lingual campaign has been introduced in Assam, Bihar, Chhattisgarh, Delhi NCR, Jharkhand, Karnataka, Madhya Pradesh, Maharashtra, Odisha, Punjab, Rajasthan, Uttarakhand, Uttar Pradesh, and West Bengal.

Dhara’s new campaign, introduced in 14 markets of the brand, entails 2 new TVCs and is spread across print, radio and digital mediums including Dhara’s social media pages – [Facebook](#), [Instagram](#) and [YouTube](#). The TVCs are aimed towards the brand’s target group consuming content across varied channels including general entertainment, news, movies, and regional channels. The TVCs can be viewed at:

TVC I : <https://youtu.be/twtiDipZs5Y>
TVC II : <https://youtu.be/nGJZbLPbh4w>

In addition, Dhara has associated with Chef Ajay Chopra, an acclaimed culinarian, for an exclusive web-series. The 5-episode web-series – Cooking Stories – is live on social media pages of the brand. In the videos, Chef Ajay Chopra talks on the importance of relationships and health, in line with the brands campaign ‘Rishton Ki Sehat’ and cooks delightful delicacies such as Luchi Dum Aloo, Vada Pav Spring Roll, Jalebi Sticks, Sai Bhaji Meal and Gujiyas using Dhara’s wide range of cooking oils. The duration of the entire campaign is 4 weeks.



The 5-episode web-series can be viewed at:

<https://www.youtube.com/playlist?list=PLwGdRU080wNSZiPjYznPnnONmaBZuyMko>

Talking about the new campaign, Mr. Dinesh Agrawal, Business Head – Dhara, Mother Dairy Fruit & Vegetable Pvt. Ltd., said “We started about bringing in a change with a ground-breaking campaign in 2018, when we urged consumers to use oil in moderation and since then we have continued with our campaign under the overall brand position of *Zara Sa Badlaav Banaye Life Behtar*. The last year saw a reshuffling of household responsibilities and almost everyone embraced two important things – family relationships and health. Through #RishtonKiSehat, we aim to promote healthy living and further strengthen the bond of relations within the family by changing the eating habits as well as by breaking the societal stereotypes and bring a change for a longer and larger health benefits.”

“A bit of change helps in making our lives better; be it a small change in eating habits to encourage healthy living or a change of roles in a household to have a sustainable life.” **Mr. Agrawal added.**

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 NDDB 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.