



Mother Dairy *Stimulates Togetherness* With Its Latest Media Campaign on Ice Creams

- Introduces new campaign **#KhushiYonKiParampara** for its ice creams portfolio under the brand's umbrella proposition of value-added dairy products – '**Rishton Ka Swaad Badhaye**'.
- The 6 week-long campaign will feature 3 TVCs narrating the thought of family bonding while celebrating a momentous occasion of consuming ice creams at home.
- The TVC's have been directed by acclaimed Director Shoojit Sircar and features renowned Lyricist Swanand Kirkire and prominent TV and theatre artist Lubna Salim in lead roles.

New Delhi, 25th March 2021: Mother Dairy, country's leading milk and milk products major, is rolling out a new Ice Creams campaign **#KhushiYonKiParampara** targeting consumers across varied age groups. The campaign beautifully curates the thought of stimulating togetherness and family bonding while indulging in favoured flavours of ice creams. The newly introduced TVC films are tied to the umbrella proposition of **Rishton Ka Swaad Badhaye** and aptly depicts an Indian household bonding over their love for ice creams, celebrating the occasion as a daily ritual.

Talking about the new campaign, Mr. Sanjay Sharma, Business Head – Dairy Products, Mother Dairy, said, "Ice Creams as a category has always been a protagonist of delightful times which not only relishes the taste buds but also makes occasions memorable. Through our new campaign, we have attempted to capture those celebratory family moments over ice creams, which are more like a ritual. Over the last couple of months, we have noticed that the in-home consumption of ice creams has surged and people, with the prevailing outside conditions, are spending quality time with their loved ones. Hence, as a brand we see an opportunity to not only capture the mind share of our consumers but also the shelf space of their refrigerators while offering them quality milk-based ice creams in a variety of flavours to choose from."

The TVCs have been directed by highly acclaimed and renowned film maker Director Shoojit Sircar, while the lead roles have been played by leading lyricist of Indian Cinema and National Film Award Winner Swanand Kirkire as the father and distinguished TV and theatre artist Lubna Salim as the mother. Together they have convincingly conveyed the thought of bonding over ice cream in a persuasive storyline.

He further added, "The newly launched TVCs aptly capture the essence of family bonding and love for unique flavours from varied age groups and yet coming together to greet the occasion beautifully, reflecting our core positioning of *Rishton ka Swaad Badhaye*. I am confident that our consumers and viewers will relate to an engaging storyline on togetherness curated by renowned artists and directors."

CAMPAIGN IDEA

The idea of the new campaign revolves around the fact that often people in a family, despite of living together are disconnected from each other as they are busy in their own lives. This leads to gaps in relationships and a certain coldness creeps in, but all it needs is a little warmth and some delightful wholesome indulgence to mend this. Mother Dairy Ice Creams melts away the distances to bring people together and enjoy all moments of their lives. Ice creams are often considered as a mood enhancer as it is a prime source of indulgence and



an integral part of any occasion/celebration with all kinds of flavourful options & formats. So, Mother Dairy Ice Creams with its great taste, filled with the goodness of milk and loved with varied flavours dials up the warmth in relationships and brings it to the forefront. Thus, leading to the inception of the idea "Mother Dairy Ice Creams *ke saath khushiyon ki parampara jami rahe*".

THE EXECUTION

The campaign is centred around a modern family that realises very few instances when everyone gets to spend time together as a family. Factor in busy schedules, generation gap, and you are left with almost no time for family interactions. But what if sharing a scoop of Mother Dairy Ice Cream could create those precious moments when everyone comes together? An ice cream eating tradition that everyone in the family looks forward to. So much so that it becomes ritualistic, and you will do anything to maintain it for your family's happiness and yourself.

Elaborating on the campaign's insight, Ms. Ritu Sharda, Chief Creative Officer, Ogilvy India (North) said, "We all have our own family traditions and the moments celebrated with family are the most endearing to all of us. In this ever-evolving world that we reside in today, it has become all the more important for families to spend time together (especially during the pandemic). We wanted to capture the emotion of togetherness through bonding moments over indulgent ice creams. Our idea brings a simple ice cream eating family tradition to light that showcases the warmth of relationships."

The 6 week-long campaign will also be showcased across print, digital and outdoor mediums and is targeted to create awareness and enhance brand affinity for Mother Dairy Ice Creams amongst its consumers across markets, while creating a distinct value proposition.

The TVCs can be viewed at:

TVC I : <https://www.youtube.com/watch?v=n-gmXylqYmE>
TVC II : <https://www.youtube.com/watch?v=RdNALz77MUc>
TVC III : https://www.youtube.com/watch?v=HWVQo_QsY2w

Brand Credits	Agency Credits	Production Credits
○ Randhir Kumar General Manager Marketing, Mother Dairy ○ Piyasha Bharadwaj Manager, Marketing, Mother Dairy	○ Ritu Sharda CCO, Ogilvy India (North) ○ Pawan Bhatt Executive Vice President, Ogilvy India	○ Director Shoojit Sircar ○ Production House Rising Sun Films

About Mother Dairy Fruit & Vegetable Pvt. Ltd.

Mother Dairy was commissioned in 1974. It is now a wholly owned subsidiary of the National Dairy Development Board (NDDB). It was established under the initiative of 'Operation Flood', world's biggest dairy development program launched to make India a milk sufficient nation. Today, Mother Dairy is a leading dairy player which manufactures, markets & sells milk and milk products including cultured products, ice creams, paneer, ghee, etc. under the 'Mother Dairy' brand. The Company also has a diversified portfolio with products in edible oils under the 'Dhara' brand and fresh fruits & vegetables, frozen vegetables, unpolished pulses, honey, range of organic horticulture products, etc. under the 'Safal' brand. Mother Dairy through its brands has a national footprint across all major cities in India, offering a delectable range of products to its consumers.

About Ogilvy

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