



BRAND: **DHARA**

CAMPAIGN: **EK NAYA RIWAJ DHARA KE SAATH**

AGENCY



**IRAJ FRAZ
BATLA**

Executive Creative Director,
DDB Mudra North

“This Dhara Diwali campaign intends to restore the fast-fading tradition of making sweets and celebrating food at home. After all, no professionally made sweets can ever match the warmth and wonder of homemade mithai.”

CLIENT



**DINESH
AGRAWAL**

Business Head - Dhara,
Mother Dairy Fruit &
Vegetable Pvt. Ltd.

“With this new campaign, we urge our consumers to bring a badlaav in their festivities and make all feel special by cooking something special for them rather than just passing on gift boxes.”