



Mother Dairy Opines *Milkshake Pe Baat Hogi Toh Baat Achchi Hogi* in its New Digital Campaign

- *Rolls out a month-long digital campaign for its Milkshakes under the brand's umbrella proposition of value-added dairy products – 'Rishton Ka Swaad Badhaye'.*
- *Comprising of a DVC, the campaign is live across social media handles of the brand along-with select OTT platforms.*
- *The campaign revolves around kids who believe in spending time on new, cool experiences and showcases how Mother Dairy milkshakes prolongs the time spent with their mothers, who is also a friend.*

New Delhi, 01st June 2022: Taking the overall brand proposition of its value-added dairy products – *Rishton Ka Swaad Badhaye* – to a new product category, Mother Dairy, country's beloved milk and milk products major, is rolling out a new digital campaign – *Milkshake Pe Baat Hogi Toh Baat Achchi Hogi*. The campaign beautifully narrates the thought of stimulating togetherness and family bonding over its range of Milkshakes.

The newly introduced month-long campaign is led by a DVC, live across the brand's social media pages and select OTT platforms. With the new campaign, Mother Dairy intends to build salience for its milkshakes portfolio via relatable consumption stories and situations.

Talking about the campaign, **Mr. Manish Bandlish, Managing Director, Mother Dairy Fruit & Vegetable Pvt. Ltd.**, said, "A bond between a mother and a child is precious. Given our overall positioning of *Rishton Ka Swaad Badhaye*, this relation fits seamlessly. Our milkshakes, on the other hand, offer goodness of milk, thereby making it a natural fit for a healthy upbringing. This new campaign is an amalgamation of these two beliefs, aimed at keeping family and nutrition at the core. I am confident that our consumers and viewers will connect to an engaging and relatable storyline."

CAMPAIGN IDEA

The learnings that kids get a young innocent age are extremely important and shapes them as individuals. Their mothers play an extremely important role in imparting these learnings with the loving and caring approach that only a mother can have, coupled with some positive reinforcement. But many parent-child conversations are difficult. Conversations are free-flowing and unending. However, it's difficult at times to do that when you are a mom as she needs to strike the right balance between being strict and being a friend. Mother Dairy Milkshakes get these conversations started and prolongs the time spent with mothers, who is also a friend.



Elaborating on the campaign’s insight, Mr. Pawan Bhatt, Executive Vice President, Ogilvy India (North) said, “Parents are often attributed for the good upbringing of their children and instilling good values in them. With the goodness of milk and delightful flavours, Mother Dairy Milkshakes provide the perfect opportunity to enable good meaningful conversations between parents and their children.”

The DVC can be viewed at: <https://youtu.be/hcpxtt3vTwk>.

Mother Dairy’s refreshing Milkshakes are offered in 3 delectable flavours of chocolate, mango and strawberry. Available in convenient TetraPaks, these milkshakes offer the goodness of milk, making it a rich source of calcium.

Brand Credits	Agency Credits	Production Credits
<ul style="list-style-type: none">○ Randhir Kumar General Manager, Marketing, Mother Dairy○ Piyasha Bharadwaj Senior Manager, Marketing, Mother Dairy	<ul style="list-style-type: none">○ Ritu Sharda Chief Creative Officer, Ogilvy North○ Siddhartha Ghose Vice President, Ogilvy North	<ul style="list-style-type: none">○ 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 & snacks, unpolished pulses, pulps & concentrates, 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.