



BRAND: **DHARA (MOTHER DAIRY FRUIT & VEGETABLE PVT. LTD.)**
CAMPAIGN: **#KHAANEPEKEHNA**

AGENCY



ASHUTOSH SAWHNEY
Managing Partner - North,
DDB Mudra Group

“The campaign is based on the insight that parents often believe that having access to their children’s lives and secrets is their right. They forget that trust is not one’s right - it is what must be earned.”

CLIENT



MANISH BANDLISH
MD, Mother Dairy Fruit &
Vegetable Pvt. Ltd.

“Given today’s lifestyle, it often gets difficult to strike a conversation, even amongst family members. There is also a hesitancy we often feel in initiating difficult conversations. With this campaign, we are striving to make these conversations easier.”