

DDB Mudra South and East launches TVC for Sunrich Refined Sunflower Oil New Pack

Link to TVC - <https://www.youtube.com/watch?v=SqvHTgl2f9M&list=UUXZ6ZNX6CZDAytlwNXZINkA>

Mumbai, 25 September, 2014: DDB Mudra South & East has launched the Sunrich Refined Sunflower Oil new pack across India with a key focus on the South market. The television campaign showcases the superior nature of Sunrich refined sunflower oil. The campaign gives the consumers an insight on why the food cooked in Sunrich oil is healthier and better than any other refined cooking oil.

About the campaign

Brief: To address the housewife's requirement of oil that offers her both health and taste at an affordable price.

Objective: To establish Sunrich as superior and healthier refined sunflower oil compared to other ordinary sunflower oils in South India.

Brand Idea: Iskke gunn saaf dikhe

Execution: The TV commercial captures the superior nature of Sunrich refined sunflower oil by comparing it with the competition oil. In the TVC, famous south Indian actress Priyanka Upendra is seen having a conversation with a Nutrition expert who explains to her why a poori cooked in Sunrich refined sunflower oil is healthier than the one cooked in competition oil.

He explains that Sunrich Refined sunflower oil is clearer, lighter, healthier because of the unique 7 stage refining process it goes through which clears all impurities. Food cooked in Sunrich absorbs 15% less oil; Sunrich has 0% cholesterol and is fortified with Vitamin A & D (VitaminE is naturally present).

Finally after discovering the facts Priyanka Upendra with great excitement states: "Jiske gunn saaf dikhe wahi asli sunflower oil baki sab sirf naam se healthy hain."

Said **Alok Mahajan**, Head of Marketing, Popular Division of Ruchi Soya Industries Limited, "Our consumer research reveals that consumers are becoming increasingly conscious of what goes into their body and they are moving towards healthier alternatives which they can trust With the launch of the new "Clearer, Lighter, Healthier" Sunrich, we want to address the housewife's requirement of oil that offers her both health and taste at an affordable price point"

Sujay Ghosh, EVP, DDB Mudra South & East, said, "Nowadays, its difficult to get products with a clear USP. Sunrich had that. We just magnified it. So, Sunrich is positioned as 'Clearer, lighter, healthier' (Iskke

gunn saaf dikhe), a clear product differentiator in the category. The communication aims to resolve the stress a housewife goes through while choosing the right oil for her family. The brand ambassador of Sunrich, Priyanka Upendra is a popular face in South India and has helped the brand build more traction with the TG.”

Credits:

Unit Name: DDB Mudra South and East

Sonal Dabral - Chairman & Chief Creative Officer

Ranji Cherian - President, DDB Mudra South and East

Vipul Thakkar - Creative Head, DDB Mudra South and East

Sujay Ghosh - Executive Vice President, DDB Mudra South and East

Rajesh Sharma - Vice President – Planning, DDB Mudra South and East

Jayanarayanan Kakkara - Senior Creative Director

Arun Shankar - Creative Director

Narayanaswamy Ganeshan - Group Business Director Brand Communications

Sreejesh Nherakkol - Director Brand communications

Najeesh AP - Art Director

Sijo Abraham - Executive Brand Communications

Films Department:

Production House: Nirvana

Kishore Iyyar - Director, Nirvana Films

Harsha Raut - Production Executive, Nirvana Films

Pravin Mishal - Agency Producer

About Ruchi Soya Industries Limited

Featuring among the top five FMCG players in India, Ruchi Soya is the flagship company of Ruchi Group of Industries. Besides being a leading manufacturer of high-quality edible oils, soya foods, vanaspati and bakery fats, Ruchi Soya is also the highest exporter of soya meal, lecithin and other food ingredients from India. Ruchi Soya features amongst the top three players based on market share in the overall Refined Oil in Consumer Packs (ROCP) in India with leadership position in important segments like palm oil. Ruchi Soya Industries Limited is responsible for household brands like Nutrela, Mahakosh, Sunrich and Ruchi Gold. Ruchi Soya clocked a turnover of over Rs 26,000 cores last financial year.

About DDB Mudra South and East

DDB Mudra provides its clients specialized solutions for Influence & Behavioural Change. The agency is a destination for talented people united by their belief in the power of creativity. DDB Mudra believes in offering remarkable solutions that make clients more influential whether it is a 30 second TVC, digital or a one-on-one experience that creates an influence cascade.

DDB Mudra's client roster includes Adani Group, Bata, Carrier Midea, Century Ply, Cisco, Dabur, Future Group, Godrej, Gulf Oil, HBO, HUL, India Yamaha Motors, InOrbit Malls, Aditya Birla Nuvo Ltd., Peter England, Johnson & Johnson, Lavasa, Marico, Mother Dairy, Pantaloons, TTK Prestige, Turner International, Union Bank of India, United Spirits, Volkswagen, World Wide Media and Wrigley's, LIC, ICICI Lombard and Arvind.

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