

## PRESS RELEASE

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**DDB Mudra North releases a new multimedia ad campaign for Pan Bahar starring Saif Ali Khan**

February 18, 2015 | Mumbai

Link to the TVC: <https://www.youtube.com/watch?v=e1wVUIDuHc>

What began as an idea to bring a small but ground-breaking addition to the tradition of enjoying the pan (ethnic Indian mouth freshener), is today a multi-billion dollar industry.

Pan Bahar, the pioneers and the primary manufacturers of Pan Masala, are known to the world as the 'Heritage Pan Masala'. The brand has a strong foothold amongst consumers with products such as Pan Bahar, Begum, Dilruba, Wah and Natkhat.

The company recently ventured in the ultra-premium segment with the launch of 'Pan Bahar Crystal', the world's most expensive Pan Masala. The defining taste of this product is induced by the handpicked Supari (Beetelnut) from Shimoga, rarest attars (essence) from Kannauj and Orrisa, exquisitely filtered Catechu-an extract of Acacia, Kochi's aromatic Cardamom and Mysore's famed Sandalwood oil, infused with 100% edible gold and silver leaves.

The launch of Pan Bahar Crystal gave the company a great opportunity to reposition their flagship brand. Thus, a multi-media campaign with the new positioning 'Pehchan Kaamyabi Ki' (Identity of Success) was launched with none other than Saif Ali Khan as the brand ambassador.

Spread across print, television and digital, the brand has come up with interesting strategies to promote the campaign and to introduce Pan Bahar Crystal to its loyalists. The recently launched ad film feat. Bollywood superstar Saif Ali Khan is being hugely publicized on the brand's social pages. Pan Bahar also ran an online contest in connection to the ad film which one could participate in by watching the film, visiting the brand's website and correctly answering the three questions.

Vandana Das, President, DDB Mudra North, said, "The objective of the campaign was to establish Pan Bahar as a brand with a unique and aspirational identity that consumers could easily symbolize with success. The brand category to which Pan Bahar belongs to is largely driven by loyalty and hence great emphasis has been laid on using success and achievement- aspirational tone of communication."

Sambit Mohanty, Creative Head, DDB Mudra North quoted, “In challenging times, a person needs anchors that help him take a unique identity and make a personality statement. But for some people, their achievements are their identity - they don’t need to shout out loud that they’ve ‘arrived’. Their achievements do it for them. This is the thought that we used while crafting this campaign.”

Mr. Akhil Jain, CEO, Pan Bahaar said “Pan Bahar as a brand has continually set benchmarks in the industry by delivering excellence through innovation of process and uniformity of taste, in our product offerings. The campaign has given a great emphasis on having arrived in life, success & achievement- aspirational tonality. It’s all about making a life-style statement.”

### **Agency credits**

Chairman & CCO: Sonal Dabral

President, DDB Mudra, North: Vandana Das

Creative Team: Sambit Mohanty, Shivil Gupta, Subhashish Datta, Vishal Singh, Supriya Berry

Account Management: Ashwani Dhingra, Anirudh Pathak, Gaurab Gogoi, Moumita Chaudhuri

Director: Sunhil Sippy

Production House: Fire Cracker films

### **DDB Mudra North**

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 North’s client roster includes Dabur, Wrigley, Mother Dairy, India Yamaha, Carrier Midea, Bata, Marico, GPI, Experion and Cisco among others.

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