

PRESS RELEASE

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Cycle Pure Agarbathies roll out their latest ad campaign ‘Prarthana ki shuddhata’ starring Amitabh Bachchan

The campaign has been created by DDB Mudra South and East

Link to the work

<https://www.youtube.com/watch?v=o394BdL5qbQ&feature=youtu.be>

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Following the recent announcement of Cycle Pure Agarbathies, world's largest incense stick manufacturer, bringing Mr. Amitabh Bachchan on board as a brand ambassador, the brand has rolled out its ad campaign ‘*Prarthana ki shuddhata*’ (Purity of prayer).

Created by DDB Mudra South and East, the campaign showcases the Bollywood icon endorsing the brand's new positioning ‘*Prarthana ki shuddhata*’ across a multitude of media vehicles nationally.

Centered on the theme of purity, the campaign beautifully marries the functionality of the product to the core value of the brand. It takes a leap forward and stresses on purity of thought along with hope and optimism that the brand has always stood for. Through the campaign, Cycle Pure Agarbathies is planning to reinforce its position in the market and also to make in-roads into the hearts and minds of new customers.

The theme-line has been translated as two 30 sec ad films which are the key element of the campaign. Produced by Rising Sun Films and directed by Shoojit Sircar, of the “Piku” fame, the television commercials are supported by radio spots and direct outreach programmes across the country. The campaign is also introducing the new packaging of Cycle Pure Agarbathies and incorporating Amitabh Bachchan as the face of the brand on the packets.

Quoted **Mr. Arjun Ranga, Managing Director, Cycle Pure Agarbathies**, “We are extremely proud to be associated with Mr. Amitabh Bachchan. He is an embodiment of honesty, transparency, ethics and dedication that Cycle Pure Agarbathies stands for making him the perfect fit to be the brand ambassador. His focus on hard work and persistent career innovations also resonates with optimism that we wish to evoke in the minds of our consumers. He is an icon that the nation reveres, the association with Mr. Amitabh



Bachchan will be an ideal platform for us to connect with our audiences across the country”

Speaking about the partnership, **Mr. Amitabh Bachchan**, said, “For over 60 years, Cycle Pure Agarbathies has been an integral part of every household across India giving hope and nurturing faith. They have been synonymous with the values that I cherish and wish to propagate like concern for society, quality, transparency and purity. I feel privileged to be a part of such a thought-provoking campaign.”

Commenting on the campaign, **Sonal Dabral, Chairman & Chief Creative Officer, DDB Mudra Group** said, “Cycle Agarbathies is a 60 year old iconic brand of trust and heritage. It is built on values of sincerity and purity. Really, there is no one who can speak for the brand better than Mr. Amitabh Bachchan. The campaign at one level is a straight testimonial. But they are also personal stories of warmth that come from his heart. Of course, a perfectionist that he is, Mr. Bachchan was passionate about the stories and was fully involved in the crafting of the scripts. I’m sure the audience will feel the sincerity and purity of the brand in these simple heartfelt anecdotes.”

Quoted **Sujay Ghosh, Executive Vice President, DDB Mudra South & East** “Mr. Bachchan is a living legend, evokes a lot of trust and embodies strength. He will bring immense credibility and memorability to Cycle Pure Agarbathies and ‘Purity of prayers’...the new Cycle brand message. Cycle Pure Agarbathies are known for its world class quality and fragrances. As a market leader, the focus has been to increase the relevance of this time-tested and proven brand - both for users and non-users and increase awareness and penetration. We are absolutely confident that his association would only further enhance the brand’s equity and help us appeal to a wider audience”.

The company has also planned an innovative dealers’ engagement programme. Ideated by DDB Mudra South and East, the programme named ‘Meeting of the Legends’ will offer the growing retail network of Cycle Pure Agarbathies an opportunity to witness, comprehend and participate in Cycle’s journey of growth. First of its kind, covering the length and breadth of the country, the programme will offer Cycle family the chance to witness the grandeur of the Bollywood icon up-close. It uses the 3D holographic projection technique similar to Narendra Modi’s campaign, to launch and interact with Mr. Amitabh Bachchan.

Agency credits

Chairman and CCO: Sonal Dabral

President, DDB Mudra South & East: Ranji Cherian



Executive Vice President, DDB Mudra South & East: Sujay Ghosh
Creative team- Arun Shankar, Jaffer Vemmully
Account Planning- Padmapriya Muralidharan
Brand communications- Sijo Abraham

About Cycle Pure Agarbathies

'Cycle Pure Agarbathies' is the flagship brand of Mysore-based NR Group, the world's largest incense stick manufacturer. It has the largest market share in India and has established itself as a major incense product exporter. Established with the vision to satiate the incense needs of the customer's 'Cycle Pure Agarbathies' has wide array of products in its portfolio. In the premium category it serves customer through brands like Woods, Yogna, Dasara, Golden Flora, Eco – Ever classic originals and Lia. Three-in-One is the marquee brand and Rhythm, Good Luck, Bansuri, Godhuli, Sandalum, Heritage, Vasu 100, Morning Glory and NatyaKesari are some of the regular brands. Cycle Pure Agarbathies also caters to their discerning customers who look for Masala agarbathies with Pushkarni, Om Shanthi and Parampara

About NR Group

The Mysore-based NR Group was founded by Shri N. Ranga Rao in 1948. A true visionary and philanthropist, Shri. Ranga Rao created the ubiquitous Cycle Pure Agarbathies which has today become the largest selling incense stick brand in the world. From a home-grown enterprise, NR Group has evolved into a successfully run business conglomerate with established presence in India and abroad. The Group has diversified into various business categories like functional air care products (Lia brand of room fresheners and car-fresheners), wellness home fragrance products (IRIS) under Ripple Fragrances, floral extracts (NESSO) and Rangsons Electronics. The Group is also very committed to its social responsibilities and fulfils them through its charity arm 'The NR Foundation'. The NR Group today is managed by the third generation of the Ranga family. For more information on the Group, please visit <http://www.nrgroup.co.in/>

About DDB Mudra South & 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 South & East's client roster includes N. Ranga Rao & Sons, TTK Prestige, Aditya Birla Nuvo Ltd., Peter England, Loyalty Solutions and Research, Nitesh Housing Developers, Ruchi Soya Industries Ltd., Ushodaya Enterprises, Bhima Jewels, AV Thomas & Co, Corporation Bank, Senco Gold, Star Entertainment Media, SRMB Srijan, Coal India, Allahabad Bank, Orissa Manganese and Mineral and Sylvan Plyboard India.

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