

**Saffola Masala Oats launches its new campaign  
-Urges consumers to choose healthier snacking alternatives;  
-educates on instant noodles being deep fried**

**Mumbai, September 13, 2017** – In India, about 42% people eat unhealthy according to a recent Saffolalife\* Study. Quick and convenient food has become an indispensable part of everyone's routine and often consumers feel they need to compromise on their health for a quick and tasty snack. Saffola Masala Oats has always encouraged consumers to adopt healthy yet tasty snacking options.

The new campaign urges consumers to choose healthier snacking alternatives and also educates consumers on how instant noodles are deep fried before being packed. Not many people are aware that instant noodles are deep fried before being packed and actually think of them as a 'light' snack. The communication is built to address this gap in the consumer's mind.

Through its new campaign, Saffola Masala Oats aims to break such long-standing stereotypes and educate consumers that not all snacks have to be unhealthy and they don't need to compromise on taste for their health.

The 40-second television commercial is aimed at highlighting the health benefits of Saffola Masala Oats over instant noodles which are deep fried. It revolves around the health conscious consumer for whom finding a healthy yet tasty snack option is becoming increasingly difficult but with the goodness of oats they don't have to compromise taste over health anymore. Saffola Masala Oats is a tasty way to stay fit as it has up to 70% less fat than instant noodles, is high in fiber, is flavorsome and is also ready in just 3 minutes.

Speaking about the launch of the campaign, **Anuradha Aggarwal, Chief Marketing Officer, Marico Limited** said, "In India, snacking always leaves us with a sense of guilt since many convenient snacks also tend to be unhealthy. With today's fast paced lifestyle, quick and convenient food options have become integral to our life yet healthy options are necessary on the path to fitness. In its new campaign, Saffola Masala Oats encourages consumers to choose healthier alternatives which are convenient, healthy yet tasty to satisfy their cravings."

**Suraja Kishore, Executive VP & GM - McCann Worldgroup, Mumbai** said, "Eating healthy is a dominant narrative today for people at large. Most people blame their bad eating habits especially snacking. This campaign of Saffola Masala Oats is based on our deeper understanding of consumers which revealed that while bad eating habits is just the symptom, it is the lack of informed choice that's the key culprit."

The brand will launch a holistic 360 degree communication campaign, supported through print media across Mumbai and New Delhi and social & digital media, urging consumers to choose #thetastywaytostayfit and switch to healthier and tasty Saffola Masala Oats.

**Link:** <https://www.youtube.com/watch?v=Q7QlgNdXkZI>

**TVC Credentials:**

Creative agency – McCann Erickson

Ad Director- Shwetabh Varma

Producer- Pria Mundra, Dejavu Films

Creative team - Sr. CD; Ishrath Nawaz, Sr. CD; Sanket Pathare, Shazaad Arjani, Pranav Bhide, Zahid Jaffery

Sr. Management - Executive Chairman; Prasoon Joshi, Vice Chairman & MD; Partha Sinha, Executive VP & GM & Nat. Head Planning; Suraja Kishore, NCD; Pradyumna Chauhan

Account Management - Group Business Director; Sarita Raghavan, Sudarshan Karandikar, Pinky Shah

Films Dept. - Vrushali Samant

Account Planning - Rajesh Sharma, Akhilesh Nath

**About Marico Limited:**

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading Consumer Products Group, in the global beauty and wellness space. During 2016-17, Marico recorded a turnover of INR 59 billion (USD 886 Million) through its products sold in India and about 25 other countries in Asia and Africa.

Marico touches the lives of 1 out of every 3 Indians, through its portfolio of brands such as Parachute, Parachute Advansed, Saffola, Hair & Care, Nihar, Nihar Naturals, Livon, Set Wet, Mediker and Revive. The International business contributes to about 23% of the Group's revenue, with brands like Parachute, Parachute Advansed, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men and Thuan Phat.

Marico's focus on sustainable profitable growth is manifest through its consistent financial performance, a CAGR of 10% in Turnover and 18% in Profits over the past 5 years.