

## On World Heart Day, Saffolalife urges you to pay attention to your belly fat for your heart health

*The campaign, 'Dil ki haalat, pet se pakad' aims to drive awareness of the impact of belly fat on heart health*

**Mumbai, 28 September 2018:** Saffolalife, a not-for-profit initiative by Marico Limited, on the back of its commitment to create a **'Heart Healthy India'** has launched yet another impactful campaign on World Heart Day. This year, the campaign **'Dil ki haalat, pet se pakad'** aims to build awareness and educate people on the impact of belly fat on heart health, thereby inspiring people to begin their journey towards a healthier heart and lifestyle.

The campaign kicked off with a digital film conceptualized by McCann Mumbai. The film shows light-hearted moments of family and friends holding a dear one's belly fat in jest, but in reality it is no laughing matter since belly fat puts your heart at risk. Through the film and campaign, Saffolalife aims to build awareness of a lesser known fact, that the presence of belly fat increases heart risk. The video was launched across social media platforms - YouTube, Facebook, Instagram and OTT platforms like VOOT and HotStar complemented with print releases and on-ground activities to amplify the message 'pet pakad mein aaye, toh karo dil ka khayal shuru.'

Consumers can also visit the **Saffolalife microsite** ([www.saffolalife.com](http://www.saffolalife.com)) and use the **Heart Risk Calculator** to get a deeper understanding of the extent of their heart risk.

On World Heart Day, Saffolalife also released a research study on the **'Impact of belly fat on heart health'** which highlighted some astonishing facts such as 67% Indians with belly fat are at heart risk, 83% Indians who are at heart risk due to belly fat do not consider belly fat to be a key reason for heart risk, 6 out of 10 Indians are at heart risk due to belly fat despite having normal weight and 63% Indians under 35 years are at heart risk due to belly fat.

Saffolalife has also partnered with a team of cardiologists and nutritionists who provided various insights on this issue and recommend ways to improve one's heart health.

**Anuradha Aggarwal, Chief Marketing Officer, Marico Limited** said, "We endeavour to build a Heart Healthy India by encouraging people to take charge of their heart health through small yet impactful measures. For over a decade, the Saffolalife initiative has been building awareness on heart health and inspiring people to take care of their heart. This year's campaign drives an important message on how the presence of belly fat can impact one's heart health. And, that people should start taking care of their heart if they can see fat around their belly."

**Talking about the campaign, Suraja Kishore, EVP, G.M. & National Head Planning, McCann Mumbai** said, "Every World Heart Day, Saffolalife has been raising consciousness of people towards heart health. This time we discovered a powerful insight that made us go one step further. The insight stems from something that most of us worry about but don't link to heart health which is the presence of belly fat. This led us to the idea of – 'self-check your heart-health' by measuring your belly fat. So, the campaign expression, 'Dil ki haalat, pet se pakad' was conceptualised. By fuelling

the conversation around the impact of belly fat on heart health we are inviting people to take charge of their heart health.”

**Digital Film Link:** <https://www.youtube.com/watch?v=SiXXGnkjSI>

**Campaign Credit List:**

Brand – Saffola*life*, Marico India

Creative agency – McCann Mumbai

Creative team – ECD: Abhinav Tripathi, Creative Director: Shazaad Arjani & Pranav Bhide; Zahid Jaffery; Ganesh Palkar; Omkar Sawant; Kinal Varu; Ankita Dahake; Suyashi Mathur

Sr. Management - Executive Chairman & Regional ED AP: Prasoon Joshi; Vice Chairman & MD: Partha Sinha; Executive VP, GM & Nat Head Planning: Suraja Kishore

Account Management - Group Business Director: Bhuvnesh Joshi; Kunal Dani; Shivani Panchal

Films Dept – Vrushali Samant

Planning – Rajesh Sharma, Akhilesh Nath

Production House – Rising Sun Films Pvt . Ltd

Director - Sweta Kutty

Executive Producer - Ronnie Lahiri

Producer - Supriya Macwan

Asst producer - Madhukar Moses

**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 2017-18, Marico recorded a turnover of INR 63 billion (USD 982 Million) through its products sold in India and chosen markets 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 22% of the Group’s revenue, with brands like Parachute, Parachute Advansed, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Thuan Phat and Isoplus.

Marico’s focus on delivering sustainable business and earnings growth has so far resulted in a healthy shareholder return of 26% CAGR since listing in 1996.