

Marico's Saffola Masala Oats Hits a Six with Playful Campaign this cricket season, Targeting India's Young and Conscious Snackers

New campaign featuring Sanjay Manjrekar taps into 'masaledar' nostalgia to deliver a witty twist on snacking, reinforcing brand proposition

TVC Link – https://youtu.be/W6xJZtYE4J8?si=5P0i_XJd1qZAIYI

Mumbai, 22 April, 2025: From the house of Marico Limited, Saffola Masala Oats, India's #1 oats brand, is leading the charge in reshaping the snacking narrative. In a world where consumers are no longer willing to compromise between taste and nutrition, the brand has taken bold strides to stay ahead—moving beyond its messaging on wholesome offering to more fun, culturally relevant conversations.

Over the past year, Saffola Masala Oats has strategically shifted its narrative — moving from just nutrition benefits to embracing a witty and playful tone to better connect with today's dynamic, modern consumers.

From young professionals juggling deadlines to busy millennials and Gen Zs always on the move, the brand has been redefining snacking landscape— making it more relatable, and a whole lot more exciting. The 'Better for you' snacks is not just a trend Saffola is responding to—it's a movement the brand is actively shaping through product innovation and smart, socially attuned storytelling.

Building on this shift, Saffola is now bringing a spicy angle with a witty new campaign launched this cricket season. Continuing the conversations with younger audiences, the brand now brings cricket commentator Sanjay Manjrekar back into the spotlight—this time with a wink at his own spicy past. In a sharp departure from their conventional style of advertising, the campaign uses nostalgia, humour, and Manjrekar's iconic "masaledar" commentary, flipping it into a narrative that positions Saffola Masala Oats as the go-to snack for those who want the best of both worlds - bold flavour and better choices.

Storyboard

The film, conceptualized by Mullen Lintas, with support of Social Panga and Madison Communications, is set in a podcast-style studio and opens with an interviewer confronting Manjrekar about his "brutal commentary" while displaying some of his most talked about takes— "bits and pieces player," "not having the range"—in an unmistakably cheeky fashion. Manjrekar, caught mid-snack with a masala chakli in hand, chuckles and responds: "*Eh... thoda masala toh chahiye na...*" ! The punchline lands when the interviewer calmly slides over a heart-shaped bowl of steaming Saffola Masala Oats and says, "*Sirrrrrrr... masala chahiye toh yeh lo.*" Surprised, Sanjay takes the bowl and looks at the interviewer questioning —Saffola Masala Oats? The spot closes with Manjrekar, speechless but clearly impressed, tucking into the flavourful bowl as the brand's signature message appears: "*Saffola Masala Oats – Dil ko na kar mana!*"

The campaign embodies Marico's larger ambition of making Saffola Masala Oats the go-to snack for India's time-pressed, health-conscious consumers. This vision is further supported by **innovations like the Cuppa format**, delivering the same flavour-packed nutritious benefits in a convenient, on-the-go avatar. Strengthening this momentum, the Saffola has also expanded its Masala Oats portfolio with a **gourmet range featuring new flavours that elevate the oats snacking experience across demographics.**

Speaking on the campaign, Ashish Goupal, Chief Executive Officer – India Core Business, Marico Limited, said, *“Saffola has always stood for smart choices—products that are nutritious, convenient, and great-tasting. Over the last year, we’ve evolved our brand storytelling to resonate more deeply with younger audiences. The cricket campaign is a significant step in this journey—combining humour, nostalgia, and relatability with a message that snacking can be both nutritiously convenient and genuinely enjoyable. Sanjay Manjrekar brings the perfect blend of edge and familiarity to drive home this idea.”*

He adds, *“We are also seeing growing consumer acceptance of oats in India—not just as a breakfast option, but increasingly as a savoury, anytime snack. As a category leader, we are committed to shaping this evolving snacking culture—offering exciting formats and bold flavours that meet the expectations of today’s health-conscious yet taste-loving consumer.”*

Talking about the creative thought process behind the campaign, **Ram Cobain, Chief Creative Officer, Mullen Lintas**, said, *“What’s cricket without a spicy take by Sanjay Manjrekar? Last year, we used Manjrekar’s famous (or rather infamous) ‘Behave’ remark as the central idea for the film. For this year’s IPL, we’ve used not one, but half a dozen of his ‘masaledar’ comments from the past, to cook up a fun banter between him and an interviewer. And smoothly slid a bowl of Saffola Masala Oats as a cheeky, socially-palatable alternative.”*

Sharing their experience of working on the campaign, **Ketki Karandikar, Creative Head, Social Panga Mumbai**, shared, *“When it comes to exciting and flavorful experiences, Sanjay Manjrekar’s unfiltered opinions on cricket find the perfect match in Saffola Masala Oats. We crafted bite-sized, snackable content tailored for social media platforms and paired it with sharp quick commerce collaborations. The result? A seamless journey from screen to spoon, ensuring the masala flavor wasn’t just talked about, but tasted in real-time.”*

Reflecting on the strategy of tapping into India’s cricket frenzy, **Jolene Fernandes Solanki, COO of Madison Media Ultra**, shared *“Consistency is key to brand building, two years in a row now, we’ve hit a six with cricket fans! Our continued partnership with cricket events and having associated with Sanjay Manjrekar has not only driven engagement but also reinforced Saffola Masala Oats as a anytime snacking meal”*

Whether at home or on the move, Saffola is redefining the snacking game—one masaledar bowl at a time. **The campaign will be broadcasted on JioHotstar and will be rolled out across digital platforms.**

About Marico Limited

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading consumer goods companies operating in the global beauty and wellness categories. In FY 2023-24, Marico recorded a turnover of USD 1.2 billion 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, Saffola, Hair & Care, Parachute Advansed, Nihar Naturals, Mediker, Pure Sense, Coco Soul, Revive, Set Wet, Livon, Beardo, Just Herbs, True Elements and Plix. The international consumer products portfolio contributes to about 26% of the Group’s revenue, with brands like Parachute, Parachute Advansed, HairCode, Fiancée, Purité de Prôvence, Ôliv, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Thuan Phat and Isoplus.

**Saffola India’s #No.1 Oats Brand - Based on Kantar Household Panel data. For more details please visit <https://saffola.marico.in/>; www.marico.com*

Follow Marico on:

[Twitter](#)

[Facebook](#)

[Instagram](#)

[LinkedIn](#)

[YouTube](#)

About Mullen Lintas:

Mullen Lintas is a creative agency of the *MullenLowe Lintas Group*. With the pedigree of Lintas and a globally acclaimed operating model of *MullenLowe Group*, *Mullen Lintas* is already challenging the top agencies in the country with its growing client list. The agency is headquartered in Mumbai with offices in New Delhi & Bangalore.

About Social Panga

Social Panga is a full-service integrated creative and digital marketing agency delivering end-to-end marketing solutions across platforms. With a unique blend of digital expertise, creative storytelling, and strategic thinking, Social Panga helps brands build meaningful connections with their audiences.

With offices in Bengaluru, Mumbai, Delhi, and Dubai, the agency works with a diverse portfolio of clients across industries, including leading names such as Himalaya, Tally, Manipal Hospitals, IKEA, Reliance, Hyundai, and OLX.