

Saffola Arogyam Chyawan Amrut Awaleha TVC captures the 'New Normal' family habits in a delightful way!

Link to the TVC: <https://www.youtube.com/watch?v=QTUbsmdlAIQ&feature=youtu.be>

Mumbai, March 02, 2021: In line with its aim to strengthen its presence in the health and immunity boosting segment, Marico Limited, one of India's leading FMCG companies, has recently announced its foray into the Ayurvedic category with the launch of **Saffola Arogyam Chyawan Amrut Awaleha**. It is an Ayurvedic Rasayana, which is a proprietary formulation that combines the goodness of traditional Chyawanprash with added ingredients that consists of Ayush Kwath herbs, Ashwagandha, Turmeric, Giloy and 50% more Amla, as compared to the classical (Ras Tantra Sar) formulation. This not only helps boost immunity but also supports the respiratory health needs of today while providing relief from the seasonal cough, cold and sore throat.

To spread further awareness around the product, the company has launched a new TVC that showcases various traditionally established remedies followed in this new normal to keep up their immunity quotient and overall well-being. The TVC also highlights what a day in one's family looks like today, capturing how the increased awareness in the immunity-boosting and ayurvedic remedies has led to many modern-day consumers turning towards natural ingredients as they are convinced that it is ayurveda that will help them keep the virus at bay just like it is depicted in the TVC.

Commenting on the latest TVC, **Sanjay Mishra, Chief Operating Officer – India Sales & Chief Executive Officer – New Business, Marico Limited** said, *"While we embrace the new normal and resume our daily lives with a fresh perspective of putting our health first in today's scenario, many of us identify with the relevance of old-school remedies. However, a lot of times, doing too many things and trying out myriad solutions with our busy schedules becomes a challenge. Saffola Arogyam Chyawan Amrut Awaleha, is our effort aimed at bridging this gap, which gives our consumers the goodness of Chyawanprash with 50% Extra Amla, Ayush Kwath Ingredients & Turmeric. We want to position it as a wholesome immunity-boosting ritual for the entire family with the benefits of ayurvedic ingredients."*

Anuraag Khandelwal, ECD and Creative Head, Mumbai said, *"When it comes to building immunity, 'Dadi Maa ke Nuskey' still holds a very important part in our lives. Age old traditions and healing methods are still used in many households. We wanted to leverage this fact by informing our consumers that the benefits of all these methods can now be found in one product. And it is this 'All-benefits-in-one' approach is what Saffola Arogyam Chyawan Amrut Awaleha stands for."*



Agency credentials

Advertising Agency: 82.5 Advertising & Marketing Communications

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Servicing: Sachin Ramchandani, Denise Fernandes

Planning: Rishabha Nayyar

Production House: Superfly Films

Director: Anuraag Khandelwal

Producer: Samson Vasave

Saffola Arogyam Chyawan Amrut Awaleha comes in three SKUs – 500gm for INR 190, 1kg for INR 350 and 1.25kg for INR 450 and available in modern trade and on the direct-to-consumer channel

(<https://stores.saffola.in/>) as well as other leading e-commerce platforms.

Marico has been innovating and intensifying its hold in the health and immunity-boosting category, with its recent launch of Saffola Honey, a superior quality product backed by advanced NMR (Nuclear Magnetic Resonance) test certification that guarantees 100% pure honey with no added sugar. It also entered the Ayurvedic segment with the Saffola Immuniveda range of Kadha Mix and Golden Turmeric Milk Mix. Going forward, Marico will continue to launch quality offerings in the health, hygiene as well as food segment in India and other geographies.

About Marico Limited

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading consumer products companies, in the global beauty and wellness space. During 2019-20, Marico recorded a turnover of about INR 73.1 billion (USD 1.03 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, Saffola FITTIFY Gourmet, Coco Soul, Parachute Advansed, Hair & Care, Nihar Naturals, Livon, Set Wet, Set Wet Studio X, Veggie Clean, Kaya Youth, Travel Protect, House Protect, Mediker, Revive and Beardo. The international consumer products portfolio contributes to about 23% of the Group's revenue, with brands like Parachute, Saffola, Parachute Advansed, Mediker SafeLife, Just For Baby, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Sedure, Thuan Phat and Isoplus.