

Saffola encourages people to find their own ways of becoming fit & heart healthy with its new campaign

Challenges the notion that 'Healthy is a daunting & difficult pursuit'
Encourages consumers to adopt individual ways of being Fit & Heart Healthy

Mumbai, August 2017: Marico Limited's health care brand, Saffola Oils, has announced the launch of its new campaign, which challenges the popular perception that 'Healthy is a daunting and difficult pursuit', encouraging people to find their own individual ways of being fit and heart healthy.

Today, people have started making proactive efforts to stay fit and healthy. However, there is a constant struggle to adapt to these healthier efforts and integrating them in their daily routine. This has resulted in creating a perception that 'being healthy is a difficult everyday practice'. Saffola's new campaign looks to challenge this notion around health and inspires people to make their health journey an enjoyable and easy one, so that they can make it a habit. Through this campaign, Saffola is encouraging people to find their own ways of staying fit and heart healthy, with the Saffola range of Oils partnering them in making their efforts more effective. There are different variants of Saffola Oils for specific health endeavors, be it Heart Health, Healthy lifestyle or Weight Management. Saffola Gold is for those who seek a healthy lifestyle for a healthy heart, Saffola Active for those who are looking to manage their weight and Saffola Total for expert Cardia Care. Hence consumers can now choose a Saffola Oil, specific to their own health goal.

The campaign kicks off with a TVC which showcases people of different demographics, who have adopted their own ways of being healthy, and have made their health journey an easy, enjoyable and everyday habit. The TVC is a beautiful collage showcasing a young mother doing push-ups while playing with her baby, an elderly couple dancing with each other and rekindling their relationship, and a mother cycling with her son, thereby celebrating people pushing themselves in their own inimitable ways. It relays the message that Saffola partners one's effort to be healthy with a range of oils with various benefits. The consumer can choose an oil that suits their way of being healthy, be it improving heart health, fitness or assuming a healthy lifestyle.

Commenting on the launch of the campaign, **Anuradha Aggarwal, Chief Marketing Officer, Marico Limited** said, "Saffola, is known for heart health and understands that people have their own ways in which they blend health into their lifestyle. Through this new brand campaign, Saffola strives to encourage and applaud the actions to discover individual ways of being fit and heart-healthy, so that health becomes not only a journey, but a sustainable part of one's life."

Adopting an integrated media approach, the campaign plans to undertake digital innovation to boost the messaging, keeping in mind that the brand is encouraging consumers to look at fitness and heart health in a new manner.

Pradyumna Chauhan, National Creative Director, McCann Worldgroup, India says, “Everyone wants to be healthy and yet people struggle with it a lot too. Is there a way out? Yes. And that is, to do healthy your way. Only when we take healthy steps that we enjoy doing, are we able to sustain them towards our journey to stay fit and have a healthy heart. This insight formed the bedrock for our Saffola oils campaign this time. Rendered with an energetic, inspiring track, the campaign tells people whatever their health efforts and needs, there is always a healthy Saffola oil to partner you in that journey for health.”

Link: [YouTube link](#)

TVC credentials:

Creative agency – Mccann Erickson

Ad Director- Oni Sen

Producer- Suparna Chatterjee, Electric Dreams Film Company

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

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, Kunal Dani, Shivani Panchal

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.