

This Valentine's Saffola Muesli celebrates #LoveInEveryCrunch

National, February 15, 2026: Marico Limited, a leading FMCG company, unveiled its Valentine's Day campaign #LoveInEveryCrunch for Saffola Muesli with Flavour Pops. The digital-first campaign features a diverse mix of couple and single influencers who share their personal morning rituals, highlighting how Berry Crunch, Choco Crunch, and Kesar Crunch variants transform simple breakfasts into heartfelt expressions of love.

The campaign celebrates the idea that love is most often found in everyday moments. Breakfast, usually one of the rare pauses in a busy day, becomes a moment to slow down, connect, and set a positive tone for what lies ahead. With its signature crunch and flavour pops, Saffola Muesli aims to elevate this small but meaningful ritual – turning a routine morning into a shared sensory experience that nurtures both relationships and self-love.

Commenting on the campaign, **Vikram Karwal, CMO, Marico Limited**, said that "Over the past two years, Saffola Muesli with its unique flavour pops, has brought a new kind of excitement to breakfast. Made with a natural mix of multigrain, millet, and flavours inspired by beloved milk pairings such as strawberries, chocolate and kesar, we set out to create a product that offers both convenient nutrition, easy format, and tasty experience, with bursts of flavour and an irresistibly crunchy bite till the last spoonful. With #LoveInEveryCrunch, we are celebrating how small, everyday rituals like breakfast can strengthen bonds with your loved ones, and set a positive tone for the day, especially in a season that celebrates love."

About #LoveInEveryCrunch Campaign

To bring this campaign to life, leading content creators showcased their energising morning rituals powered by Saffola's Muesli. They walked audiences through how its texture and flavour fuel productivity throughout the day, highlighting that love isn't always found in grand gestures but more often in the quiet, everyday moments of life. Representing the spirit of self-love, creators also shared their perspective on embracing singlehood with nourishing and positive habits, underscoring how mindful breakfast choices can empower individuals to start their day with intention. (Watch Saffola Muesli film [here](#))

PRESS NOTE



Saffola has been consistently expanding its presence in the breakfast category, with products such as Saffola Oats and Saffola Honey. With its growing Muesli range, the brand continues to champion a 'taste first' philosophy, providing 'better-for-you' choices that seamlessly fit into busy and modern lifestyles.

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 2024-25, Marico recorded a turnover of USD 1.3 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 25% 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.

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