



Press Release

## **Nutrela Soya Food's new campaign to take over the loose soya market**

*~For the first time in the history, the brand launches a massive high decibel national campaign~*

Mumbai; June 13, 2016: **Nutrela**, the flagship and premium brand of Ruchi Soya Industries Limited launched its new marketing campaign. For the first time in the history, the brand is going to be present with such a high decibel national media campaign which will be spread over 6 weeks. The objective of the campaign is to highlight the superiority of Nutrela which is now Healthier, Tastier & more Hygienic.

Nutrela will be launching two 45 seconds TVCs carrying the messages – ‘Ab Healthy ho jao sirf 10 rupee mein’ and ‘Life ki demand hai zyada’. The first TVC that went on-air from 10<sup>th</sup> June 2016 was of a sikh school boy having his meal during lunch break. The TVC brings the innocence of two boys Tony and Sikh boy wherein the Sikh boy confesses that Tony’s veg food prepared out of Nutrela soya is much tastier than the non-veg food that his mother cooks.

The second TVC plays on the humorous tension in a father and son in-law relationship. The TVC depicts how a son-in-law is keeping his demands in front of his father-in-law tactfully by projecting it to be the needs of his daughter and grandchildren and how father-in-law tackles his demands. The hero of the film is of course the product, which becomes the instrument which the father-in-law uses to make his point clear to his son-in-law.

Both the TVCs highlight the attributes of the product – 52% protein, 99% fat-free and filled with calcium and iron. The campaign will be spread across 6 weeks with TV campaign across Hindi GEC, Regional GEC, Movies and Food channels delivering at least 1000 GRP’s so as to breakthrough clutter. The campaign will also be supported with print & ground activation coupled with massive visibility drive in trade.



Commenting on the new campaign, **Mr. Nilesh Mazumdar – CEO, Consumer Brand Division of Ruchi Soya Industries Limited** says, *“The idea was to talk health and taste but not get lost in the sea of brands claiming similar benefits. Also, communicating the importance of healthy food has become very serious. So we decided to use humour and innocence as a device to send out our message of Nutrela Soya which is not only healthier and tastier but also affordable. We also felt that this story-line is something that would catch the attention of consumers across all markets as they would be able to relate to it.”*

Speaking about the campaign, **Mr. Piyush Pandey - Executive Chairman and Creative Director, O&M India & South Asia** says, *“Nutrela is a well-known brand for a long period of time. With the current concerns of nutrition needs of every family, we have presented Nutrela as an affordable, healthy and tasty option for every day meals. These slice-of-life commercials have been created with simple human insights taken from people’s lives. I am sure the audience will get the message.”*

Commenting on the TVC, **Anup Chitnis – ECD, O&M** says, *“Nutrela has been among the top players in the health and soya foods category for over 30 years now. So when we came to create the next leg of the communication for them, we felt we were in a good position to take a humorous and insightful approach to health food advertising. Also since the consumers of Nutrela are both elders and kids, we felt it would be a good idea to create two films to address both these segments. When it comes to food, kids are inspired more by taste as compared to elders for whom eating healthy has become a priority. Which is why, both the films are balanced on taste and health which is the core business strategy the Nutrela business is built on.”*

Nutrela Soya Food is a versatile product that can be mix with different food items thus bringing in variety and assortment. As far as the nutrients are concerned, Nutrela Soya Food provides you with more than double the benefits of proteins when compared to other foods such as meat, eggs, dals, wheat and milk thereby making it a perfect solution for all your health and protein requirements.

Launched over three decades, Nutrela still continues to be one of country’s favorite and most celebrated healthy food brands that offers an innovative solution to the Indian palate. Nutrela, a name which is synonymous with Soya in India has always been a torchbearer for the product when it comes to highlighting the health benefits to its customers.

The TVCs has been conceptualized by O&M Mumbai and produced by Nirvana Films (Sardar Kid) & Ramesh Deo Productions (Son in Law). Madison Media is the media agency.



The new Nutrela soya will come in three variants – Chunks, Mini-chunks & Granules and are available across all grocers, neighborhood kirana stores and general stores. Also, it is made available across modern retail chains like Big Bazaar, Hypercity, Star Bazaar, and Reliance and also in Supermarkets and Stand Alone Self Service Stores.

#### **About Ruchi Soya Industries Limited**

Ruchi Soya is India's leading FMCG company and the country's number one cooking oil and soy food maker and marketer. Its leading brands include Nutrela, Mahakosh, Sunrich, Ruchi Star and Ruchi Gold. The company was recently ranked among the 'Top 5 Packaged Goods Companies of India' by leading global research firm – Euromonitor. An Integrated player from farm to fork; Ruchi Soya has secured access to oil palm plantations in India and other key regions of the world. Ruchi Soya is also the highest exporter of soya meal, lecithin and other food ingredients from India. Ruchi Soya is committed to renewable energy and exploring suitable opportunities in the sector.

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