



Nilgiris - South India's 112 year old iconic dairy & bakery brand goes red to celebrate Christmas

National, 11th December 2017: Nilgiris, a brand that is synonymous with fresh, delightful dairy & bakery products in Southern India part of Future Consumer Limited celebrates the Christmas season in its latest campaign, 'Christmas isn't Christmas without Nilgiris'. Through this campaign, the brand for the 1st time will transform its logo in Christmas colors to participate with its customers in their festive celebrations. The brand will also execute effective OOH & media placements, strong social media and conduct a series of instore activities. Making it the center of attraction, Nilgiris will offer an exquisite range of 60 different varieties of Christmas cakes and irresistible traditional sweets.

'Christmas isn't Christmas without Nilgiris' is based on the fact that Nilgiris, a household name has been a part of its customers Christmas celebrations since 1905. Connecting with its consumers the brands logo which is currently designed in green & white will slowly transform into red as it nears Christmas in celebration of the season of gifting joy to your loved ones. The color change will be seen in more than 19 stores in its key markets in the southern part of India and across its social media platforms. In addition to this, the brand will effectively use OOH, print media, instore and digital media to promote the wide range of products created only for Christmas.



Sharing his insights **Mr. Venkateshwar Kumar, CEO, Nilgiris** says, "As a brand, we have successfully served our customers for more than 100 years and have been part of their families & their generations. With this campaign, we would like to partake in the festive celebrations of our customers and help them make all their important occasions extremely memorable."

Speaking about the campaign, **Mr. Rahul Kansal, Head - Business Strategy and Marketing, Future Consumer Limited** says, "We are proud of our legacy and the strong bond that we share with our customers. Over the years, Nilgiris has been part of the Christmas celebrations through its popular & freshly baked cakes and sweets. Adding more sparkle to this season of joy, our brand logo will slowly be seen changing into Christmas colors as we near the festive day. Our campaign is simple

and comes straight from our heart with the objective of strengthening the emotional bond with our customers.”

Nilgiris Christmas range will feature European-styled Cherry cakes, Premium Plum Cake, Rose Cookies, Marzipans shaped in colored fruits, traditional Scottish cake - Dundee and much more. The campaign will include in-store activations like carol singing competition, fancy dress for children and share the joy of giving in select stores between 15th to 25th December.

About Nilgiris:

Nilgiris has been synonymous with fresh, delightful dairy & bakery products in the Southern part of India for over 100 years. Born in 1905, the brand draws deeply from its place of origin and namesake - the Nilgiri Mountains. The richness and diversity of the Nilgiri Mountains are reflected in the quality and range of Nilgiris products. Perfected for over 100 years, the exclusive range of over 400 Dairy, bakery and food products is nourishing and wholesome and is crafted with as much love and care to delight every home - just as it was 100 years ago. The customers can now enjoy the brand's well-loved dairy & bakery products such as Set Curd, Flavoured Milk, Chocolate Coated Biscuits, Breads, Cakes & many more.

ABOUT FUTURE CONSUMER LIMITED (FCL)

FCL is India's first sourcing-to-supermarket food company by Future Group and is built on the virtue of sharing. Starting from the seeding of food at the farm to consumption from the plate, FCL acts as a catalyst for each of its stakeholders. From sourcing, processing, retailing to final act of consumption - FCL strikes a widespread cord between the lives of the farmer, a factory laborer, a worker on the shop floor and the housewife.

Food means sharing in India. It starts at the farms where neighbors, kith and kin join hands in tilling, sowing and harvesting of crops. Women come together to further process and prepare food. Recipes are passed down as heirlooms, shared by friends and neighbors and now on television by celebrity chefs. Under FCL's spectrum, the company sources best quality commodities from world over, comprises of extensive portfolio of established brands in food and HPC space, builds urban convenience store for key metros and cash-n-carry rural distribution models for other cities across India. (Integrated front end to back end).

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