

## Tasty Treat's '*Chak Chak Chabao*' campaign celebrates India's love for snacking Associates with VIVO IPL as an official on-grounds partner

**National, 5<sup>th</sup> April 2018:** Tasty Treat, the ready-to-eat snacking brand from Future Consumer Limited presents a new brand film tuned to the musical lyrics of '*Chak Chak Chabao*'. The campaign is a montage of our current lives; where sweet, spicy, crunchy and *masaledar* snacks constantly add fresh flavors across age, gender and time.

Executed by Purple Vishnu Films, '*Chak Chak Chabao*' campaign captures India's undying love for tasty food and showcases the wide range of Tasty Treat products from *Namkeens* to *Mithai* and Juices to Sauces. The campaign is pictured to a peppy and foot tapping music created by Rap sensation Kunal Pandagle a.k.a Kaam Bhaari and lead by Music Director Sammeruddin.

Speaking about the brand film **Sadashiv Nayak, CEO - Food Business, Future Group** says, "Tasty Treat is one of our biggest and most loved snacking brand. The film celebrates the fact that Tasty Treat stands for an endless list of all finger licking snacks. *Chak Chak Chabao* is an anthem for all foodies who can hum to the music while indulging in some heartfelt and mindless munching."

Sharing his views on the campaign **Sainath Choudhury, Director, Purple Vishnu Films** says, "As a brand, Tasty Treat has a basket full of snacks to offer and a musical rap was the best way to capture all of it in one go. The crunchiness of namkeens, binging on popcorns, sipping juices and never-ending snacking is what we have encapsulated through *Chak Chak Chabao*."

Taking the '*Chak Chak Chabao*' campaign to the cricket stadium, Tasty Treat is associated with the upcoming VIVO IPL as an official on-grounds partner. Leveraging the reach and popularity of this platform, Tasty Treat will launch multiple campaigns centered on its products phased throughout IPL. Through a special digital contest, Tasty Treat and cricket fans have a chance to cheer and support their favourite teams live. Fans need to share their *Chak Chak Chabao* selfie on Facebook @Tastytreatofficial and stand a chance to win the IPL passes.

*Chak Chak Chabao* will be promoted through a holistic marketing campaign spread across TV, Print, Radio, Social Media, in-store marketing and OOH. Tasty Treat boasts of a wide range of products across categories like ready-to-eat namkeens, pop-corns, titbits, beverages, wafer-biscuits, sauces, frozen snacks, pasta and much more.

Watch the campaign through the link <https://drive.google.com/open?id=1ajdc-Sg7bLasvVXI5ScNQHIF78-G22K9>

### CAMPAIGN CREDITS

- **Director** - Sainath Choudhury

- **Production House** - Purple Vishnu Films
- **Creative Head** - Ramanuj Shastry

### **ABOUT TASTY TREAT:**

Tasty Treat celebrates India's diverse tastes and endeavours to deliver it all, across varied product types, and forms. The range of products includes ready-to-eat snacks, beverages, wafers/biscuits, sauces and more. Some of the popular products are namkeens, wafer biscuits, fruit based beverage, table sauces, frozen, popcorn, cookies, pasta, etc. Besides being sold in all leading modern retail stores like Big Bazaar, Easyday Club, Nilgiri's, Heritage, HyperCity, Foodhall, Aadhar Wholesale Market, etc., Tasty Treat is also available in leading modern trade and select general trade outlets.

### **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).

### **FOR MORE INFORMATION, CONTACT:**

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