

PRESS RELEASE

Parle Agro appoints Tollywood Superstar Allu Arjun as brand ambassador for Frooti

The largest Indian beverage company collaborates with the popular actor to reinforce Frooti's position in the South

HYDERABAD, 9th January 2018: With an aim to strengthen its presence in South India, Parle Agro the largest Indian beverage company, has appointed Allu Arjun as the face of the company's flagship brand, Frooti for the southern market. The Tollywood superstar will be Frooti's first-ever brand ambassador for this region and the association will play a pivotal role in consolidating Parle Agro's foothold in the South Indian markets.

The Rs. 2000 crore brand has been one of the leading mango beverages in the country, currently at the number two spot in the FFSD category. South India being the second most contributing region after North is a priority market for Parle Agro. Introducing Allu Arjun as the ambassador of Frooti will further strengthen companies' connect with the youth in Southern India, especially in Andhra Pradesh. The announcement is a part of the organization's expansion strategy to become an INR 10,000 crore entity by 2022.

Commenting on the announcement, Nadia Chauhan, Joint MD and CMO, Parle Agro said, "With a strong focus on South India, it has been necessary for us to drive aggressive inputs for both Marketing and Sales & Distribution efforts in the region. Allu Arjun strongly reflects the brand's personality making him a perfect fit and will play an integral part in taking Frooti to new milestones."

Allu Arjun, the newly appointed brand ambassador of Frooti said, "I'm delighted to be the face of Frooti, a mango drink that the entire nation has grown up with and continues to love. Frooti to me has always been synonymous with the spirit of joy, youthfulness and magic. I have always had fond memories of Frooti and look forward to a fun and exciting campaign."

The new 360 degree campaign featuring Allu Arjun will be rolled out this summer led by a region specific film in South India and will be conceptualized along with Parle Agro's creative partner, Sagmesiter & Walsh. S&W has previously been associated with Parle Agro for its brand campaigns on Frooti, Appy Fizz, Appy and most recently Frooti Fizz.

About Parle Agro:

Parle Agro Pvt. Ltd. is the largest Indian beverage company with brands like Frooti, Appy, Frooti Fizz, Appy Fizz, Bailey, Frio, Dhishoom and Café Cuba which cater to the mass market. Today, it is a 4000 Cr organization and operates under three business verticals: Beverages (Fruit Juice based drinks), Packaged Drinking Water and PET Preforms. Each of these verticals operate as independent entities. Over the last few years, they have grown infrastructure to 76 manufacturing facilities both in India and overseas, and have developed a widespread network of more than 5000 channel partners that cater to more than 12lakh outlets in the country. Being the leaders in the beverage industry with iconic brands, Parle Agro believes in innovating products and creating new categories. An understanding of the Indian consumer and

innovative business practices has led us to establish trends that have changed industry outlook and approach.

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