

India's first apple drink, Appy gets a bolder, chic look

Mumbai - February 27, 2017 – Parle Agro today unveiled the new bold packaging of Appy, India's first ever apple juice drink. Creative agency and the company's design partners, Sagmeister & Walsh co-created the look with Parle Agro for the brand revamp.

Appy, a 200 crore brand continues the use of its distinctive black packaging with an evolution of its logo developed to build a strong brand persona, attracting new consumers to the brand.

The new brand identity is created to boost brand recognition and create a strong distinctive identity. The identity will be a part of packaging and communication evolution of the brand, crafted to deliver strong brand recall and drive impulse purchases. The new logo has a distinctive, appealing look that will help increase growth and expand brand footprint in India and abroad. The new image has a vibrant feel to it that clearly distinguishes itself from Appy Fizz in terms of visual identity, communication and packaging design.

Commenting on the new look, **Nadia Chauhan, JMD & CMO, Parle Agro Pvt. Ltd.** said "Parle Agro has continuously evolved all its brands through the years keeping it relevant to the times. The new Appy design gives it a contemporary and bold look making it call out to consumers especially in the cluttered retail environment that we operate in. Appy has retained the leadership position in the apple fruit drink category over the years and in 2017 with the various initiatives that we will introduce, we plan to scale up this brand multifold."

Parle Agro, was a pioneer in introducing India's very first apple drink Appy, is available at price points of Rs. 10 and Rs. 15. Appy has not only created the category in the country but also continues to be the market leader. Over the past years, the brand has seen double digit growth attributed to strong distribution and market acceptance.

About Parle Agro:

Parle Agro Pvt. Ltd. is the largest Indian food and beverage company. Today, it is a '2,800 Cr organization'. It is known as much for its diversification into the Foods sector as much as it is for its leadership in the Beverages sector. It operates under four business verticals: Beverages (Fruit drinks, Nectars, Sparkling drinks and carbonated soft drink), Packaged Drinking Water, Foods and PET Preforms. Each of these verticals operates as independent entities. As a part of their penetration strategy, they have also set-up an exclusive division for Beverages in the RGB format. Over the last few years, their infrastructure has grown to 76 manufacturing facilities both in India and overseas, and has developed a widespread network of 4,250 channel partners that cater to more than 10 lakh outlets in the country. They cater to the mass market with brands like Frooti, Appy, Appy Fizz, Frio, Dishoom and Café Cuba. Frooti has been the pioneer in the fruit drinks segment and today enjoys market-share of 85% and 33% respectively in the Tetra Pak and PET categories. Appy is the undisputed market leader in the apple nectars category with a market share of close to 70%. Appy Fizz completely owns the category of sparkling fruit drinks.

For more information, press only:

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