

Dhara celebrates India with its latest campaign *'Tyohaaron ki Dhara'*

October 05, 2016 | Delhi: What are festivals without food. Right? And who knows festivals, food and celebration better than Indians. With this basic insight was born the idea of the new campaign from Dhara, India's leading cooking oil brand. The number of hours spent in meticulous planning for each festival celebration in every household in no closed kept secret, right from the home decoration to the outfits for each member of the family. And that brings us to the food. The amount of planning and emotions that are involved with festival cuisine is anybody's guess. The most elaborate list of choicest ingredients is drawn out and the entire family pitches in with the buying and the preparation process.

India enjoys a fairly busy festival calendar and we Indians keep track of these festivals with the same amount of zeal. While Navroz may be parsi new year, but it's an excuse for Indians to feast on parsi food. Similarly Eid is an excuse big enough for all and sundry to launch themselves on a food trail through the long intertwining bylanes of Jama Masjid to get their share of kababs, saviya and biryani. And the list of excuses.....oops festivals goes on with Rakshabandhan, Ganesh Chaturti, Navratri, Durga Puja, Diwali, Bhai Dooj, Christmas, Holi.

Without doubt, food is the 'common binding factor'. And, this is the essence that the *'Tyohaaron ki Dhara'* DVC aims at capturing. The DVC opens with a doodle of Dhara that then transforms into a lady blowing a conch. The DVC then frame after frame captures the diversity of India and the celebration each festivity brings along and the love for food.

Speaking about the new initiative, Mr. Sanjeev Giri, Business Head – Dhara, Mother Dairy Fruit & Vegetable Pvt. Ltd, said, "Festivals and food bring not just families but the extended household and the entire *mohalla* together. All of us forget courtesies just to get our share of modak, gujjia, saviya or cakes. And that's what we at Dhara believe is our nation all about. With this new initiative, we aim to reach out to masses and celebrate with them the festivities of India where our love for food has always been a binding thread."

To elaborate the campaign idea, Shivil Gupta, Executive Creative Director – DDB Mudra North explains, "Dhara is one of those brands that give a lot of opportunities for creativity to come out at its best. With this campaign, we tried to capture the true spirit of Indian festivals and how the signature delicacies of these festivals bring people together. To build on this insight, we took a simple yet effective route through an animation film. We're pretty sure that this film will make this festive season even more special."

The DVC is intended for a roll out on leading digital and social media platforms namely YouTube, Hotstar, Facebook & Instagram, the brand also plans to take it through Cinema as well.

The new DVC can be viewed at: <https://youtu.be/bYNIv0fYpiM>

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About Dhara Edible Oils

The origin of Dhara goes back to over 28 years, when it was launched under the 'Operation Golden Flow' program of NDDB as a market intervention program in August 1988. Trust, purity, consistency of quality and taste are the hallmarks of Dhara. Since inception, the brand has continued to evolve its portfolio of products with which it serves its consumers. Dhara was the first to launch the tamper proof Tetra Pack to combat the issue of adulteration and introduce an FMCG distribution format.

Currently the brand markets Dhara Refined Vegetable Oil, Dhara Health Refined Sunflower Oil, Dhara Fit 'n' Fine Refined Soyabean Oil, Dhara Refined Groundnut Oil and Dhara Life Refined Ricebran Oil in the refined category. In the filtered oil segment, Dhara markets Dhara Kachi Ghani Mustard Oil, Dhara Filtered Groundnut Oil and Dhara Mustard oil. Today, all its variants come fortified with Vitamins A & D.

About DDB Mudra North

DDB Mudra provides its clients specialized solutions for Influence & Behavioural Change. The agency is a destination for talented people united by their belief in the power of creativity. DDB Mudra believes in offering remarkable solutions that make clients more influential whether it is a 30 second TVC, digital or a one-on-one experience that creates an influence cascade.

DDB Mudra North's client roster includes Dabur, Wrigley, Mother Dairy, India Yamaha, Carrier Midea, Bata, Marico, GPI, Experion and Cisco among others.