

Dhara Keh Raha Hai Khaane Me Tel Daalo Kam

~Launches mass health awareness campaign for healthy living~

May 24, 2018; New Delhi: Dhara, India's leading edible oil brand, is all set to disrupt the Indian edible oil sector with a new Brand campaign aimed specifically at increasing the awareness of usage of edible oils. The new positioning with the essence of promoting 'healthy living' will be intended to make the consumers aware about their daily edible oil consumption habits. *The campaign titled 'Zara sa badlav banaye life behtar' is all about driving consumers attraction to use less oil in every day consumption! After all how many brand tell you to consume less responsibly for their own offerings.*

Dr. Saugata Mitra, Director, Mother Dairy Fruit & Vegetable Pvt. Ltd, added, "Dhara, a time trusted brand has always been blessed with the patronage of consumers for three decades. In our efforts to make our consumers more aware, we have always recommended the right usage of edible oils for a healthy living. Through this new campaign, we are attempting to promote healthy lifestyle and encourage people to bring in small change for larger benefits of healthy living. The larger thought is too bring in a change in routine habits that are sustainable for life."

Brijesh Jacob, Chief Creative Technologist, DDB Mudra Group adds "When it comes to Dhara and communication, the world is clearly divided into those who fondly remember the 'Jalebi Ad' and those who just have top-of-mind-recall for the name Dhara. It is a brand a part of India grew up with and the task was to strengthen the emotional connect while also building relevance for the rest of the country. We felt that there needs to be a change in the cooking oil and oil consumption conversation and who better than Dhara to initiate this. While the communication ends with a bold message - an oil brand urging users to consume less oil, the 'Zara Sa Badlaav' campaign is all about change. And the one thing we know about change is that begins best at home. We want to spark meaningful conversations that discusses such change. Both in our homes and society as a whole. All of this is not new, we have retained the most recognisable marker – the Dhara jingle. You will hear a new avatar of the widely popular and loved jingle in the videos."

Execution Idea - TVC

The TVC drives messaging referring a societal change. The frame opens on a dining table where a boss is being served pulao by her colleague and her family including her mother, mother-in-law and husband. The boss resists refilling while applauding the delightful food cooked by her colleague's mother. The colleague insists a revisit over lunch on a coming Sunday, to which her boss expresses unavailability due to busy schedule; but promises to visit her mother in Jaipur to relish the taste again. The follow-up shot moves to husband questioning why Jaipur? And the boss questions colleague's mother in familiar tone about her residence in Jaipur. The husband then responds that his mother-in-law now stays with the family and not Jaipur.



The next frame leads to colleague's mother in law serving desserts quoting, if a son can stay with her mother, then why not a daughter with her mother! This leaves the boss surprised happily, while both mother and mother-in-law show gratitude towards each other. The story towards the end rolls out in kitchen where all three ladies from the family are present and husband's mother is educating her daughter-in-law to use less oil by way of a gesture limiting filling of the oil in the pan.

The closing frame carries a composite unit recommending per person edible oil & fat usage of 30g/day and with a fresh twist to the signature tune of 'Dhara Dhara Shudh Dhara'; which featured in the popular *Jalebi ad* 25 years ago.

Speaking about the new initiative, Mr. Sanjeev Giri, Business Head - Dhara, said, "Dhara as a conscious brand has always believed in responsible consumption of edible oils. We are amongst the first brands to carry a statutory messaging recommending to consume cooking oil in moderation with physical exercise. Taking the same ethos ahead, we are now evolving our positioning to 'health living'. The initiative titled 'Zara Sa Badlav Banaye Life Behtar' is aimed at educating the consumers about the right usage of edible oils using daily life connotation of a family. We are confident that the consumers will relate to our approach and will gradually be more responsible for a healthy life."

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The TVC can be viewed at: <https://youtu.be/dEw1o3GpVKU>

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 NDDDB 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, Dhara offers Refined Vegetable Oil, Refined Sunflower Oil, Refined Soyabean Oil, Refined Groundnut Oil and Refined Ricebran Oil in the refined category. In the filtered oil segment, Dhara markets Kachi Ghani Mustard Oil, Groundnut Oil and Mustard oil. As a socially responsible brand, Dhara has been fortifying its range of edible oils with Vitamins A & D, a practice followed since 2009.