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Nestle India partners with Paytm for Maggi Masalas promotion

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By **Guest** | April 17, 2017



nestle-india-partners-with-paytm-for-maggi-masalas-promotion

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Suresh Narayanan, chairman and managing director, Nestlé India, said, “At Nestlé, we constantly use platforms and technology to deliver differentiated brand experiences.”

“We are confident that our consumers, who have always demonstrated an unconditional love for their favourite Maggi Noodles, will be excited with this association,” he added.

“I am thankful to both our partners, who are leaders in their respective areas, for this association, to provide consumers with a unique and innovative experience that is a win-win for all,” Narayanan said.

Vikas Aghnihotri, Director, Sales, Google India, added, “Google is always innovating to create unique experiences for users, and this innovation is an example of how we can work with organisations to drive engagements at a mass scale.”

Paytm Mall has created a special Maggi Brand Store to sell the Maggi Masalas of India box from April 22, 2017.

Talking about this association, Saurabh Vashistha, vice-president, Paytm Mall, said, “India is a richly diverse country with countless cultures, languages and cuisines.”

“Nestlé has done an excellent job of creating a special range of Masala Noodles drawing inspiration from this culinary diversity, and we’re happy to bring this delight to the doorsteps of millions across the country,” he added.

“This is truly aligned with our ideology to build unique products handcrafted in India that acknowledge and celebrate our diversity,” Vashistha stated.

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