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Saffola Honey launches new packaging on Sundarbans Day

The newly redesigned packaging for Saffola Honey Active will be rolled out across various markets, including Hyderabad, Mumbai, Kolkata, Chennai, Delhi, and Bangalore

By **Shraddha Warde** | February 14, 2024


Saffola
Honey
Active
with
Sundarbans
FOREST HONEY
100% PURE
NO
SUGAR

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Marico’s Saffola Honey is all set to introduce a packaging refresh for its Saffola Honey Active on the occasion of Sundarbans Day, February 14. Alongside this pack refresh, the brand has also unveiled a CGI video as part of its campaign.

This video presentation will be visually showcased around the iconic Chhatrapati Shivaji Terminus in Mumbai, Maharashtra, India– a UNESCO World Heritage Site and historic railway terminus, adding a touch of grandeur to the unveiling.

Launched in 2020, Saffola Honey is recognised for its commitment to purity. The new campaign aims to generate excitement surrounding the new Saffola Honey Active pack, which embodies the brand's promise of natural and unadulterated honey sourced from forests and pristine regions including Sundarbans. With the refreshed packaging, consumers can now experience the new pack in a visually attractive format.

Saffola Honey, made with Sundarbans Forest honey, stands out for its purity. As consumers witness the new packaging, they can be confident in experiencing the same great taste and quality. This campaign reflects Saffola’s commitment to delivering a pure honey experience straight from nature's lap.

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