

## Mondelez India launches Cadbury Chocobakes Cookies

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### Giving Consumers Their Most Loved Taste in a Cookie



Consumers of today the world-over are relishing chocolate in different avatars especially within the bakery world. In India as well, Mondelez India sees this nascent and fragmented space growing exponentially and emerging as a billion-dollar opportunity in just a few years from now, given consumers' love for chocolaty taste.

As the undisputed chocolate market leader and strong player in the biscuit category in India, Mondelez India leverages the power of its iconic chocolate brand to offer yet another unique eat experience to its consumers in the form of the Cadbury Chocobakes Choc-filled Cookies, redefining the taste of fast-evolving Choco-bakery segment.

Commenting on the latest innovation Sudhanshu Nagpal, Associate Director – Marketing (Biscuits), Mondelez India, said, “The launch of Cadbury Chocobakes Choc-filled Cookies stems from our constant endeavor to create and redefine categories. We have always looked at growing the consumption pie by expanding the brand’s narrative and leveraging occasions. In India, our vision specific to the Biscuits category is to ‘introduce delicious, consumer-relevant products’ and this latest innovation further builds on our vision of leading the future of snacking. With the iconic taste of Cadbury at its core, we believe that Cadbury Chocobakes Choc-filled Cookies will further strengthen our position in the fast-emerging Choco-bakery segment and consolidate our foothold in the snacking domain.”

Cadbury Chocobakes Choc-filled Cookies, is truly a cross-pollination of the iconic Chocolate and Biscuit category, delivering a delightful and unique experience for the consumer. Unlocking the potential of indulgence, this latest innovation is an attempt to further premiumize the biscuit category while expanding its trajectory in the country on the back of agile innovations that continue to match the growing consumer expectations. This initiative underscores the company’s

commitment to stay consumer-obsessed and to empower consumers to snack right, by providing them with more choice and newer eat experiences.

The launch of Cadbury Chocobakes Cookies will be supported by a 360-degree communication campaign, designed to bring to the fore the company's latest innovation, which will include a new TVC, innovative outdoor, print & digital campaigns along with strong in-store visibility. Cadbury Chocobakes Choc-filled Cookies is priced at Rs. 30 for 75g and Rs. 60 for 150g.