

# Nestlé India Limited

(CIN : L15202DL1959PLC003786)

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Good Food, Good Life

Your Ref :

Our Ref :

**BM: PKR: 47:16**

Date :

**29.08.2016**

BSE Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street, Fort,  
Mumbai – 400 001

**Kind Attn. : Mr. Marian D'Souza / Mr. Jaymin Modi (DCS – CRD)**

**Scrip Code - 500790**

**Subject : Press Release Titled “Nestlé India Launches CRUNCHILICIOUS MUNCH Campaign - Shruti Haasan Takes on the Challenge of Music Trio Shankar, Ehsaan and Loy”**

Dear Sirs,

We are enclosing a copy of the Press Release dated 29<sup>th</sup> August, 2016 titled “Nestlé India Launches CRUNCHILICIOUS MUNCH Campaign - Shruti Haasan Takes on the Challenge of Music Trio Shankar, Ehsaan and Loy” being released.

This is for your information and dissemination.

Thanking you,

Yours very truly,

**NESTLÉ INDIA LIMITED**

  
**PRAMOD KUMAR RAI**  
**DEPUTY COMPANY SECRETARY**

**Press Release**

**Nestlé India Launches CRUNCHILICIOUS MUNCH Campaign  
Shruti Haasan Takes on the Challenge of Music Trio Shankar, Ehsaan and Loy**

**Video Link:** <https://www.youtube.com/watch?v=uBkna9iH5dw&feature=youtu.be>

**Nestlé House, August 29, 2016:** Nestlé India's latest advertising and marketing campaign CRUNCHILICIOUS MUNCH, marks the celebration of renovation of the popular MUNCH wafer brand. While retaining its signature crunch, MUNCH has undergone a product renovation in recipe and process. To mark this renovation a new brand campaign has been launched which features the multi-talented youth icon Shruti Haasan and the legendary musical trio of Shankar, Ehsaan and Loy.

The New CRUNCHILICIOUS MUNCH is an indulgent combination of Crunchy Wafer, Creamy Filling and a Delicious Coating which is available at a competitive price point of Rs.10, both in-stores as well as on e-commerce platforms.

With the launch of the New CRUNCHILICIOUS MUNCH, Nikhil Chand, General Manager, Chocolates and Confectionery, Nestlé India Ltd. said, "India is a growing chocolate and confectionery market, and the market needs some excitement and innovation. This product is a result of such innovation. We are also extremely happy to introduce the new campaign CRUNCHILICIOUS MUNCH in association with Shruti Haasan and Shankar, Ehsaan, Loy. The campaign captures how Shruti, who, though confident, experience a rare moment of doubt when faced with a tough challenge. The TVC captures the 'Crunching of the doubt with MUNCH', when Shruti takes on the challenge, leading to the creation of foot thumping music." "The irresistible combination of a CRUNCHILICIOUS MUNCH and campaign's groovy music, will make the youth sing Crunch Macha MUNCH Macha." Mr. Chand added.

Speaking on the occasion, Shankar Mahadevan said, "We are excited to be associated with MUNCH, a brand that has always leveraged music that appeals to everybody. The new song will definitely make you groove." Shruti Haasan, actress and singer also shared her experience saying "I am thrilled on being associated with an iconic brand like MUNCH and thoroughly enjoyed shooting the TVC and relishing the delicious new MUNCH."

The TVC featuring Shruti Haasan and Shankar Mahadevan talking about the New CRUNCHILICIOUS MUNCH is on air from 29<sup>th</sup> August onwards.

Download link (available for limited time): <https://we.tl/ZGfW6sM8E6>

For more information:

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