



ART of FUSION

Swiss Tempelle initiates #GetSwissed campaign with Swiss Tourism

National, 21st June 2017: Swiss Tempelle a brand co-created by Switzerland's leading personal care company **Mibelle AG** (Migros Group) and **Future Consumer Limited** (Future Group) announces #GetSwissed campaign with Swiss Tourism. Building on the Swiss lineage of Swiss Tempelle, the campaign revolves around celebrating the concept of Switzerland.

Swiss Tempelle offers premium body care products created using the finest ingredients from best of both the worlds. Through #GetSwissed campaign Swiss Tempelle invites customers to participate in an engaging activity at **any of the Big Bazaar Stores** that will give one person a chance to win a fully paid trip to Switzerland, Customers need to share an image (picture, boomerang, selfie) with a Swiss Tempelle product creating the #GetSwissed mood shot and post it on Swiss Tempelle's social media platforms.

Speaking about the campaign **Pawan Sarda- Head Digital – Future Group**, *“We are extremely delighted to have an association with the two finest Swiss brands. Our partnership with Swiss Tourism will help us promote the rich legacy of Swiss Tempelle and enhance awareness about the brand in India. We invite all our customers to make the most of #GetSwissed campaign.”*

Apart from a fully paid trip to Switzerland, top 50 participants will get Swiss Tempelle hampers. Making it an exciting deal, every participant will also win Swiss Tempelle coupons that can be redeemed in any Big Bazaar store. Contest duration is valid till 5th July 2017. For additional terms and conditions visit <http://swisstempelle.com/>

ABOUT FUTURE CONSUMER LIMITED (FCL)

Future Consumer Limited (FCL), a part of the Future Group, operates in the Food and FMCG space with 27 brands in over 65 categories. FCL is constantly expanding its already existing vast portfolio of established Food & FMCG brands. Currently it caters to various categories such as Basic Foods, Ready to Eat Meals, Snacks, Beverages, Personal Hygiene Care and Home Care. FCL has also set up India Food Park at Tumkur, Karnataka in partnership with the Ministry of Food Processing Industries, Government of India. Spread in 110 acres of land, this state-of-the-art food park facilitates end-to-end food processing along the value chain (grading, sorting, pulping, packaging & distribution) from the farm to the market.