



## Tasty Treat Chak Chak Chabao Vivo IPL Jao

Your last chance to win an all-expense paid trip to the IPL finals and win assured prices

**National, 24<sup>th</sup> April 2019:** As we come closer to the IPL finale, Tasty Treat the Official Partner of VIVO IPL gives you a chance to watch the IPL LIVE and win assured prices. Tasty Treat – India’s favourite munching brand offers a wide assortment of snacks ranging from biscuits to namkeen, sauces to pasta, juices to popcorn and much more. All cricket lovers can cheer for their favourite team by buying any Tasty Treat product and get an exciting chance to win an all-expense paid trip directly to the IPL finals (couple tickets, food, travel and lodging).

Other than this, cricket fans can also win couple pass for the next IPL match. Making it more masaledar all customers buying Tasty Treat products can win assured gifts. Customers just need to give a missed call on 8880164400 and win assured prices like refrigerators, microwaves, ACs, 43 inch TV, blenders, pop up toasters, other electronic gadgets, cash back offers on Future Pay (digital wallet), discount coupons and lakhs of other prices.

Speaking about the offers **Sadashiv Nayak, CEO - Food Business, Future Group** says, “Over the years IPL has earned nationwide appeal from all age groups, communities and cricket fans from all over. Likewise, Tasty Treat is spread across categories with products that are made not only for different age groups but also as per community preferences. Families can enjoy the IPL by munching on some classic cheese popcorn, barbeque bhujia, chocomint wafer biscuits and much more.”

Customers can buy Tasty Treat products from their nearest Big Bazaar, Easyday Club, Heritage Fresh, Nilgiris, Foodworld and Aadhar stores in the country.

### **ABOUT TASTY TREAT:**

Tasty Treat celebrates India's diverse tastes and endeavors to deliver it all, across varied product types, and forms. The range of products includes munching snacks, beverages, biscuits, ketchups & sauces, frozen foods, pasta, confectionery and more. Besides being sold in all leading modern retail stores like Big Bazaar, Easyday Club, Nilgiri's, Heritage Fresh, HyperCity, foodhall, Aadhar Wholesale Market, etc., Tasty Treat is available in standalone stores at the Guwahati and Lucknow airport and other stores like WH Smith and Relay. Apart from this Tasty Treat products are also available at select mom and pop stores.

### **ABOUT FUTURE CONSUMER LIMITED (FCL):**

Future Consumer Limited (FCL), a part of the Future Group, operates in the Food and FMCG space with 30 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.

**FOR MORE INFORMATION, CONTACT:**

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