



Tasty Treat - IPL's Official Partner Launches The Indian Munching League

National, May 03, 2019 - With the Indian Premier League on in full swing, Tasty Treat, Future Consumer's munching brand announced the start of The Indian Munching League with great excitement and fervour! As the official partner for the IPL, Tasty Treat has roped in top comedian and social media star Varun Thakur, to host the League which will have 6 notable social media influencers participating, namely, **Rhea Chakraborty, Sumukhi Suresh, Aparshakti Khurana, Divyendu Sharma, Shantanu Maheshwari, and DJ Chetas**. Winners of The Indian Munching League will get couple passes to watch the IPL Finals.

Tasty Treat celebrates India's diverse tastes which a range of products like snacks to beverages, biscuits to pasta, ketchups to sauces, frozen foods to confectionery and more. The 6 stars are competing against each other to discover India's favourite snack. Beginning with, choosing their own favourite snack like bhujia, chips, popcorn and more from the Tasty Treat snack range and announcing it to their fans through their social media handles. In a bid to complete challenges related to the Tasty Treats snacks, given by Varun Thakur, the host, the participating social influencers will not only complete the challenge themselves but also encourage their followers to take it up. The 6 winners from each team will receive Tasty Treat Hampers!

From all the followers who complete the challenges put forth by the influencers, the 6 winners selected from each influencers' followers will then compete for the final task. The final winner will be announced by Varun Thakur, wherein the winner will get couple passes to watch the IPL Finals.

On the kickstart to the exciting League, **Sadashiv Nayak, CEO - Food Business, Future Group** said, "Over the years we have seen that snacking and sports go hand in hand and Tasty Treat is one of our most loved snacking brands. Recognizing this, we've launched the Indian Munching League which celebrates both snacking and sports, designed to give the ideal experience to our Tasty Treat consumers."

Tasty Treat has also connected with its consumers at over 1500 plus Future Group stores like Big Bazaar, Big Bazaar GenNXT, Easyday Club, Heritage Club, HyperCity, Nilgiris, WH Smith and others. Customers purchasing Tasty Treat products will have a chance to win an all-expense paid trip to the IPL finals (couple tickets, food, travel and lodging). Not only this, customers also have the opportunity to win exciting gifts like television sets, ACs, microwaves, toasters, blenders and other electronic gadgets. The brand will also be giving lakhs of assured prizes against all Tasty Treat purchases in the form of discount coupons that can be availed during their next purchase of Tasty Treat products.

Links to the challenges on Instagram:

Varun Thakur:

https://www.instagram.com/tv/Bwo1hNWHF6X/?utm_source=ig_share_sheet&igshid=1zwn1rlpdkb8

Divyendu

Sharma: https://www.instagram.com/p/BwpB89Ag1cf/?utm_source=ig_share_sheet&igshid=egs760bpt6l7

DJ

Chetas: https://www.instagram.com/p/BwpBDPrgXrF/?utm_source=ig_share_sheet&igshid=j79py8xj1d9x

Sumukhi Suresh

https://www.instagram.com/p/BwpGCZ_FVyJ/?utm_source=ig_share_sheet&igshid=vv4l3m2hkopz

Aparshakti Khurana

https://www.instagram.com/p/BwpF_PahO4y/?utm_source=ig_share_sheet&igshid=lkb3vroliott

Rhea Chakraborty

https://www.instagram.com/p/BwpODxHHK7b/?utm_source=ig_share_sheet&igshid=1hbtifi4cykzj

Shantanu Maheshwari:

https://www.instagram.com/p/BwpLy8AFxJ-/?utm_source=ig_share_sheet&igshid=8zo6i5opywef

ABOUT TASTY TREAT:

Tasty Treat celebrates India's diverse tastes and endeavours 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.