



This IPL season groove with the Tasty Treat Army to some masaledaar moves by Melvin Louis

As the Official Partner for the Indian Premier League unveils a marketing campaign that unfolds unlimited entertainment for its consumers

National, 27th March 2019: It's that time of the year when all cricket fans pick their favourite IPL team and go cheering for their victory. Indulging in this celebration Tasty Treat, the munching brand from Future Consumer Limited will execute a 360° marketing outreach that connects with its customers in their homes, stadiums and at all Future Group stores throughout the IPL season. As the Official Partner for the Indian Premier League, this season Tasty Treat has roped in the versatile celebrity choreographer Melvin Louis to choreograph the dance steps for the much loved, 'Tasty Treat Army'.

All fans need to do is; follow Tasty Treat on social media, learn the Rap Chak dance moves by Melvin Louis and share it on the brands Facebook, Instagram or Twitter page. Winners will get a chance to watch the next IPL match live in the stadium and be a part of the 'Tasty Treat Army'. Increasing the excitement level during the matches, Tasty Treat will display entertainment zones that will offer a relaxing and fun breaks for its consumers across all stadiums hosting the IPL matches. Not only this, customers can also visit the Tasty Treat concessionaire stands that gives you a chance to munch your favourite namkeen, snacks, sweets and much more.



Speaking about associating with IPL **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."

Tasty Treat is also connecting 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. Adding more to the list, Tasty Treat will 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.

So groove to the Rap Chak moves and win all throughout IPL with Tasty Treat!

Campaign Links

Instagram - <https://www.instagram.com/p/BvdnQA3gDpJ/>

Facebook - <https://www.facebook.com/tastytreatofficial/videos/1808878785879782/>

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, 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:

Website: <http://futureconsumer.in/> | Facebook: @Tastytreatofficial | Twitter: @Tastytreat_ | Instagram: @tastytreatofficial | Twitter: @fg_buzz