



ITC's Aashirvaad releases new campaign - 'MaaTujheMaan Gaye' expresses gratitude to mothers on behalf of every Indian household

Strikes a chord with people/ masses/ consumers at large celebrating the unsung efforts of every mother who plays an active role in keeping the family closer especially during the difficult times like the lockdown

National, 22nd July 2020: ITC's Aashirvaad is a leading packaged staples brand, comprising India's No.1 packaged atta brand which is trusted by over 2.5 crore Indian households and a range of ghee, salt, spices and instant mixes. Acclaimed for carefully hand-picking and processing ingredients with the same love and care with which a mother prepares food, has released a new TVC campaign '**Maa Tujhe Maan Gaye**' paying tribute to motherhood.

Set against the context of the ongoing pandemic, the film captures different aspects of the new normal including the creation of new codes at home, spending quality time with loved ones, the coming together of everyone to share the load, redefined roles at home, and making meal-times a more cherished and refreshing experience.

With positive habits and values taking shape at home during this lockdown, it's important to not forget them post the crisis.

The film has an emotional and empowering narration, where members of the family have stepped in to lend a helping hand at home, and realizing as well as appreciating the nurturing role a mother brings to their daily lives. The film also captures the growing realization that the members of the family have of how difficult it is to be a mother and how effortlessly she goes about her role while the rest of us struggle to do what she does.

TVC Link - <https://www.youtube.com/watch?v=rwu4gt2KwUg>

The TVC is an ode to all the mothers and the nurturing role they play. The lockdown and our struggles of trying to do what she does to lend support during these trying times, has made us realize just how just effortlessly a mother goes about multitude tasks.

The campaign illustrates various roles of a mother and how she lends a helping hand and provides support at all times. There are various moments that captures this facet. The TVC also depicts the gratitude and appreciation that family members feel for the invaluable contribution of a mother in their daily lives. The ode concludes with the thought that mothers are in fact, a universal blessing or '*Aashirvaad*' themselves.



According to Mr. VivekKookkal, Head of Marketing, Staples, ITC Foods-*"The campaign was powered by the inspiration to pay a rich tribute to all mothers - to capture the feeling of gratitude and expressing our appreciation to all mothers who are making tireless efforts everyday to keep their families healthy and safe. The current pandemic has called for people to adapt to the new normal. As we spend more time at home with our families, there is a growing realization and deep appreciation for the invaluable contribution of mothers in our day to day lives. Mothers play an indispensable role in making sure the family's nourishment, both - body and mind, is not compromised. The TVC is not only an expression of a mother's strength and love but is also a call to action, to acknowledge her love and care and be the pillars of support mothers have always been."*

Elaborating on the brief, *Sambit Mohanty - Head of Creative - South, McCann World Group* said, "Life doesn't come with a manual, it comes with a mother. Our campaign 'MaaTujheMaan Gaye' pays tribute to the nurturing role every mother plays - something whose value we've realised all the more during this extended lockdown. As we play our parts helping and caring for one another, may we never forget her presence which is the biggest blessing of all."

Dileep Ashoka (Ex-VP, South), McCann World Group - "Aashirvaad has always stood for nurturance and the joy that surrounds it. In these difficult and uncertain times the role of the mother and the value of nurturance become all the more meaningful. As India's #1 Atta brand and someone who has always stood for the voice of nurturance we felt it only appropriate to acknowledge and salute our Hero - the mother. "MaaTujheMaan Gaye" is an effort in that direction."

Agency Credits

Production House: Paper Planes Pictures

Executive Producer: Lisa D'Costa

Director: Prashant Madan

Producer: Priyank Misra

Chief AD and DA: Shreya Shroff

Director of Photography: Kaushal Shah

Music Director: Hanif Shaikh

Line Producer: Indu Razdan

Casting Director: Vaibhav

Casting: Vaibhav, Anti-casting

Storyboard: Hemant Gaonkar



Post Producer: Rana Thakur

Offline: ShahnawazMosani

Online Artist: Bibash @Famous Studios

Grade Artist: Christian Leiva @After

Singer: Surya Raghunath

Sound Engineers: Carl Nazareth

VO: Shailendra

Accounts: Prashant R Bhoir

Creative Agency: McCann World Group, Bangalore

CEO & CCO McCann World Group, India: Prasoon Joshi

Head of Creative – South, McCann World Group: SambitMohanty

Group Creative Director: Ketan Deshpande

Creative Team: Keshri Sanjeev, Sandeep Palasseri

Account Management: Dileep Ashoka (Ex-VP, South), SonalDevraj, Sharon Varghese, Debanooj Das, Manju Thomas, Zenia Rodrigues, Rama Mukherjee

Films: Crystal Carvalho

About ITC Foods: A Division of ITC Limited

ITC's branded packaged foods business is one of the fastest growing foods businesses in India, driven by the market standing and consumer franchise of its popular brands - Aashirvaad, Sunfeast, Bingo!, Yippee!, Kitchens of India, B Natural, Mint-o, Candyman, Fabelle, Sunbean and GumOn. The Foods Business is today represented in multiple categories in the market - Staples, Spices, Ready-to-Eat, Snack Foods, Bakery & Confectionery and Juices & Beverages.

ITC's Foods brands delight millions of households with a wide range of differentiated, value-added products developed by leveraging ITC's in-house R&D capabilities, deep consumer understanding, knowledge of preferred Indian tastes, agri-sourcing & packaging strengths, and an unmatched



distribution network. B Natural, the Juices & Beverages brand of ITC, takes benefit of the Agri Sourcing capabilities to source all its Fruits locally from Indian Farmers.

ITC's uncompromising commitment to the health and safety of its consumers ensures adherence to the highest levels of quality, safety and hygiene standards in manufacturing processes and in the supply chain. All ITC-owned manufacturing units are Hazard Analysis and Critical Control Point (HACCP) certified. The quality performance of all manufacturing units is monitored continuously online. Going beyond process control, ITC ensures that quality standards are stringently adhered to while choosing ingredients that go into the preparation of its food products.

The business continues to invest in every aspect of manufacturing, distribution and marketing to ensure that it can leverage emerging opportunities and fulfill its aspiration of being the most trusted provider of branded packaged foods in the country. ITC's Foods business also exports its products to the key geographies of North America, Africa, Middle East and Australia.

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