



**MANPASAND
BEVERAGES LTD.**

May 10, 2017

To,
The Manager, DCS-CRD
Corporate Relationship Department,
BSE Limited,
Phiroze Jeejeebhoy Tower,
Dalal Street, Mumbai- 400 001.

To,
The Listing Department, 5th Floor,
National Stock Exchange of India Limited
"Exchange Plaza", Bandra-Kurla Complex,"
Bandra (East), Mumbai-400 051.

Security ID:- **MANPASAND** || Security Code:- **539207** || ISIN:- **INE122R01018**

Sub:- Disclosure under Regulation 30 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,

In Compliance with Regulation 30 of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, we have attached herewith Media Release titled as "**New TVC of 'Fruits Up' with Tapsee Pannu breaks 'fizzy' stereotypes**".

This is for your information and record purpose.

Thanking you,

For Manpasand Beverages Limited

Bhavesh Jingar
Company Secretary & Compliance Officer
Mem. No. A28011



Encl:- Media Release



New TVC of 'Fruits Up' with Tapsee Pannu breaks 'fizzy' stereotypes

- Conveying the ethos of 'Fruits Up,' the Ad depicts changing perspective of today's youth
- The Ad reiterates 'Fruits Up' as an alternative to synthetic based drinks
- It narrates the brand's USP of health and flavor with "real fruit with fizz" tagline

May 10, 2017: India's leading fruit juice player, Manpasand Beverages Ltd has launched its latest TVC campaign for 'Fruits Up' featuring brand ambassador Tapsee Pannu. This is the first ad of the brand with Tapsee after she was signed up as the brand ambassador for the product in December 2016. Fruits Up offers a range of carbonated fruit drinks in different flavours and is made without any synthetic base to cater to the changing preference of Indian palate. 'Fruits Up' is primarily targeted at the young urban consumers who are candid, sensible and conscious of their choices.

Keeping its target audience in mind, the campaign shows a confident and affirmative Tapsee Pannu walking with a tray full of 'Fruits Up' to greet and meet her prospective matrimonial match. The ad on the surface seems like slipping down the usual traditional way, but here's the twist. Tapsee Pannu, dressed in a chic western outfit instead of an Indian ensemble, turns the table around as the groom's parents hesitantly put forth their "modest" demands. She prevails by asking the groom side whether 'they' have the capacity to fulfill these demands, else the game is off! This new thinking and change in perspective is capped by the voice over "*Badal raha hai India ka swad*" (India [and its taste] is changing).

The ad not only depicts the change in perspective and preferences of the youth of today, but also breaks various stereotypes. First, it builds up on the strong persona of the characters played by Pannu in her recent films and depicts her as a self-assured young woman who knows her mind and is not going to be cowed down by age old societal charades. Secondly, it offers "Fruits Up" as a healthy fizzy alternative to existing synthetic based cola drinks. The message is further accentuated by the tag line, "Fruit Bhi Fizz Bhi."

Manpasand Beverages believes that the youth today are much more aware and in touch with reality. Along with being outgoing and candid, they are responsible to and ready to look at their surrounding with a non-conventional lens. Hence, 'Fruits Up' is positioned as a youth oriented brand for people who are open to try innovative drinks without compromising on the health quotient.

Mr. Abhishek Singh, Director, Manpasand Beverages Ltd. said, “‘Fruits Up’ represents a variety of healthy carbonated fruit drink with goodness of fruit pulp in it. Our tag line, “Fruit with Fizz” is the apt description of the brand that aims to capture the health conscious and sensible youth of today. We wanted the campaign to resonate with the youth of today and also stress on the changing norms of the society. “

Elaborating on the concept of the TVC, Mr. Singh said, “Through this TVC, our aim was to convey the essence/idea of the product rather than advertise the product itself. As our brand is positioned as a healthy alternative to synthetic cola drinks, we decided to use the matrimonial meet-up as the backdrop to showcase today’s strong-willed women who make their own choices and highlight ‘Fruits Up’ as a flavorful fizzy drink.”

YouTube Link of Fruits Up TVC:

Media/Origin: TV Advertising

Product Group: Foods and Beverages

Advertiser: Manpasand Beverages Ltd.

Advert title(s): “*Badal raha hai India ka Swad*” says Fruits Up in its first ever TVC with Tapsee Pannu