

Beyond chocolate: Cadbury launches Oreo in India

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MUMBAI: India's biscuit wars have gotten hotter with one of the world's biggest household cookie brands set to shake up the snacky business.

Oreo — cream biscuits sometimes dubbed as the 20th century's most popular — are set to be manufactured in India, a fallout of the global acquisition of Cadbury by US food giant Kraft.

Oreo is sold with the slogan, "Milk's favourite cookie" — while in the past, it used to be "America's favourite cookie."

Indian cookie connoisseurs influenced by the American fancy have been munching the imported version thus far, but will now get to dunk into their milk or coffee the version supplied by Jalandhar-based Mrs Bector's Food Specialities, who now makes them for Cadbury India, which has launched the global brand here.

Market researcher Nielsen says India's biscuit category is growing at 17% annually.

Kraft has competition waiting, thanks to rivals that thought ahead.

Britannia Industries has its Pure Magic and ITC's Sunfeast has a brand extension called Dark Fantasy that pretty much sit in the category in which Oreo is a household name in many countries.

A large packet of Oreos cost around ₹50 at imported rates but can now be had in packets that cost ₹5, 10 or 20, Cadbury officials said. The Indian sup-

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- Mrs. Bector's Food Specialities will supply locally made Oreos to Cadbury
- Local supplies will bring down the prices of Oreos
- Oreo has Indian rivals in Britannia and ITC brands
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plier has played a major role in bringing down costs.

Oreo also marks a pioneering foray into the biscuit segment for Cadbury India, so far known more for its milk chocolates and health drinks such as Bournvita.

While Oreo is a Kraft product, it will be promoted as a Cadbury brand in India.

"Cadbury is an iconic brand in this category and it was the most appropriate thing to do," said Anand Kripalu, president — South Asia & Indo-China, Kraft Foods and Managing Director, Cadbury India. "Our ambitions are to have a sizeable market share in this segment."