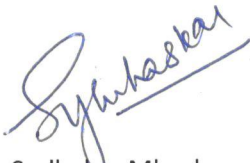


PLEDGE

As part of company's philosophy Saffola seeks to inspire consumers to lead a healthy lifestyle including 'eat right' through its pack communication, advertising and other marketing initiatives.

- The on-pack brand callout encourages regular exercise, following a healthy lifestyle and a diet low in saturated fat to keep the body fit.
- Through the years, Saffola has picked up relevant causes to raise awareness for heart health among consumers and drive habit change towards a balanced and healthy lifestyle.
- Saffola advertising calls out use of less oil in cooking and fried food is not depicted in communication since the brand wants to advocate healthy eating

On salt – (Saffola Masala Oats) 15% reduction by 2020 for new products (Year 2018 onwards) and 5% further reduction.



Dr Sudhakar Mhaskar
Chief Technology officer

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