

Parle Agro Partners with Platinum Outdoor to Launch Nationwide Campaign for Smooth Lassi

Mumbai, 21st October 2024: **Parle Agro**, the largest Indian beverage company, launched an extensive outdoor campaign for its newest product, **Smooth Lassi**. Executed by **Platinum Outdoor**, the campaign was designed to create a massive impact during the festive season. It went live on October 1st and ran for three weeks, ensuring high visibility across multiple touchpoints, capitalizing on the excitement surrounding Navratri and Durga Puja.

Spanning across 70 cities, the campaign covered an impressive 3.8 lakh square feet, leveraging 21 different OOH media formats. By targeting strategic locations such as arterial roads, key junctions, malls, transit hubs, corporate areas and residential zones, Smooth Lassi was placed at the heart of festive celebrations, ensuring maximum reach and strong brand visibility across key markets. Special focus was given to high-traffic areas, making Smooth Lassi the go-to refreshment for millions as they enjoyed the festivities.

Commenting on the campaign, **Nadia Chauhan, Joint Managing Director & CMO, Parle Argo**, said, *“OOH serves as a powerful medium for us to drive engagement and expanding reach, especially in today’s fast-paced consumer landscape. With our visually captivating campaigns, the goal was to ensure that Smooth is not only seen but also leaves a lasting impression. The campaign was strategically executed across TG-centric locations, creating a strong impact across markets. We are pleased with the smooth execution and the significant impact it has made in multiple cities.”*

Dipankar Sanyal, CEO, Platinum Outdoor & MRP, stated, *“The Smooth Lassi campaign showcased our ability to drive maximum impact through strategic use of OOH formats. Partnering with the client, we successfully amplified the brand’s message across 70 cities and 1000+ units across India. Using our suite of tools, we could maximise reach and Impact in this cluttered festive market, making Smooth Lassi the most visible and memorable campaign.”*

Platinum Outdoor is a part of Madison World, India's largest homegrown communication agency established in 1988, that operates several brands in OOH including MOMS, Activation specialist - Madison TURNT, Rural specialist - Anugrah Madison and Retail Specialist – MRP.

[Madison World](#), for the last 36 years has been helping clients solve their marketing challenges to generate sustainable profits. With specialized offering in Media (Digital, TV, Print, Radio, Cinema, Outdoor and Activation), PR, Creative & Sport, the agency has helped brands thrive in the Indian market and achieve their objectives, whether it is increase in market share, increase in penetration, increase in profits or launch of a new brand. Madison World has a client roster across its Units of almost 500 clients and an employee strength of 1,300 employees with 650 in Digital.

About Parle Agro:

A pioneer in the beverage industry, Parle Agro Pvt. Ltd. is the largest Indian beverage company with a brand turnover of Rs. 8500 Cr. As a driving force of the Indian beverage market, it offers consumers a variety of products including Fruit Juice based still drinks and Fruit Flavoured sparkling drinks, Packaged Drinking Water, Carbonated Water and Dairy beverages serving a variety of consumer needs. With 84 manufacturing facilities across India and international locations, Parle Agro caters to over 1.9 million outlets in India driven through more than 6000 channels partners. Along with its brands Frooti, Appy, Appy Fizz, B Fizz, SMOODH, Bailey, Bailey Soda Frio, Dhishoom and Bombay 99, the organization has a continued belief in the power of innovation that drives strategy, product development and business practices. This belief has translated into Parle Agro establishing trends that have changed industry and consumer outlook and approach.

Platinum Outdoor is a part of Madison World, a diversified Indian Communication Group offering services in Media (Digital, TV, Print, Radio, Cinema, Outdoor, and Activation) PR, Creative & Sports, employing 1300 communication professionals across India. Visit us at www.madisonindia.com



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