

Gone Mad Choco Sticks gifts kids the opportunity to enjoy a day of unabashed fun

Gone Mad School Contact Programme all set to eliminate boredom for 22,000 kids in city schools

Bangalore, 16th January 2013 - Gone Mad, the promulgator of spontaneity and unabashed fun forays ahead in its mission to eliminate boredom by reaching out to **22,000 kids in over 50 city schools** through the '**Gone Mad School Contact Programme**'. Through the school contact programme Gone Mad unleashes a playful, entertaining and engaging world to kids- The Gone Mad World. It gives them the license to escape into this delightfully endearing and innovative world and give boredom a miss!

This Gone Mad Choco Stick experience was brought to the groups through a variety of fun and engaging programmes:

V-VI standard:

- 1) Gone Mad Puzzle game- an innovatively designed puzzle aimed to unleash the creativity in each kid
- 2) Gone Mad Riddles- a fun riddle meant to explore the 'positive madness' hidden in the kids.

VII-VIII standard:

- 1) Gone Mad Quotient- the ultimate challenge to prove how mad are you!
- 2) Gone Mad Sketches- an one-of-its-kind chance to visualize the each kid's own Gone Mad Choco Stick avatar

As a refreshingly new approach to school contact programmes, Gone Mad Choco Sticks reached out to kids of fifth to eight standard in various schools across the city and lets them delve into the fun-filled world of Gone Mad. Gone Mad School Contact Programme is created to inspire kids to think out-of-the-box and urges them to 'break out of the normal'. The programme feeds the curiosity in every kid and tells them to live a boundary-less life, one in which you are not affected by the pressure to be purposeful or correct.

Says **Mr Jayachandran V, Managing Director**, "*Gone Mad Choco Sticks is aimed at relieving kids of the daily rigor of proving their mettle in studies and extra-curricular activities .Through this one-of-a-kind school contact programme, we wish to bring out the 'endearing inanity' in kids and introduce them to a world of spontaneity and playfulness. Akin to a Gone Mad Choco Sticks our School Contact programme aims at creating differentiated delight. We are sure that once the kids have tasted the 'Gone Mad' way of life there will be no looking back. "*

Says the **Principal of St. John's Church School**, "*Our association with Gone Mad Choco Sticks has been delightful and rewarding. The kids had a wonderful time as they explored the realms of their imagination. We are indeed pleased to be a part of this spontaneous yet engaging activity."*

Garuda PolyFlex Foods Pvt. Ltd- Brief description and merger story

Garuda Food believes in providing quality and innovative products to its consumers. Garuda Food is a 500 million dollar, 22 year old food and beverage company. It is a part of Tudung Group which deals in Agribusiness and FMCG distribution. Garuda Food has 13 production facilities in Indonesia, China and India with over 20,000 employees. Garuda Food has a strong Portfolio in foods and beverages offering Quality and Innovative range of Snacks, Confectioneries, Biscuits, Tea and Coffee based Beverages, Flavored Milk, Jelly Drink and Fruit Flavored Drinks. Garuda Food products are widely distributed across many countries in Asia, Europe, Australia, Africa, Middle East and North America. Garuda Food has received many awards and accolades from various institutions Like Indonesia Customer satisfaction award, Top brands for Kids.

In the year 2011, Garuda Food entered into a joint venture with PolyFlex Group to form Garuda Polyflex Foods Pvt. Ltd. to bring tempting line of food & beverages to the Indian market.

Polyflex is a 40 year old Bangalore based 50 million dollar company which deals in the Luxury and Comfort businesses. Polyflex have many firsts to its credits. It was the first Indian company to introduce molded seats in India, Dual Hardness Seats for General Motors & Fire Retardant seats for Indian Railways. Polyflex is known for its Comfort seating systems in Toyota, Ford, Hyundai and many more companies. Polyflex is the Indian partner of the Italian luxury mattress brand, Magniflex. Polyflex group of companies are also into Infrastructure and investment management.

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