

Indulge in endearing inanity with Gone Mad Choco Sticks

When the world Zigs, we make you Zag!!

Bangalore, December 2012: Bored of endless rigor of school, lots of homework, stressful extra classes? Is the purposeful, monotonous, everyday world driving you crazy? Need something that allows to remain just YOU?

Then welcome to the "Gone Mad" world!!

The "Gone Mad" world is a playful, spontaneous, entertaining engaging and youthful world where you can let loose your unabashed love for food. Armed with its innovative product "Gone Mad" promises to kill monotony in the everyday indulgence and offer differentiated delight to kids. "Gone Mad" gives you the license to escape into spontaneous and childish world and leave your boring, straight-jacketed life behind.

Gone Mad Choco Stick is both delightfully endearing and innovative. As a refreshingly new approach to fun foods, Gone Mad introduces crunchy wafer sticks with a surprisingly sumptuous chocolate filling hidden inside. Lose yourself into a delicious, crunchy, indulgently chocolatey world of Gone-Mad and give boredom a miss! Let loose your unabashed love for food and delve into the yummy world of Gone Mad. Delicate crispy wafers with the a luscious chocolatey amazement in every bite, Gone Mad Choco-Sticks are a delightfully fun way of raging a war against boredom. Gone Mad Choco-Sticks are a fun treat on the go, at home or while having a good time with friends.

"One of the first ***"for the kids, by the kids"*** brand, Gone Mad Choco-Sticks explored the creativity of almost 1000 kids (from Class1 - Class 8) from schools in Bangalore & Chennai to design the 'endearingly inane avataar of these choco sticks. Gone Mad forayed into the creatively vibrant world of kids to discover that they are the genuine expressionists of the brand's philosophy. Hence Gone Mad Choco Sticks chose kids to give shape to the Gone Mad way of life. Gone Mad invited the kids to live the soul of the brand where the kids were asked to have fun let loose and depict the brand "Gone Mad' pictorially. The kids unleashed their creativity expressed what GONE MAD meant to them by drawing doodles which brought the innovatively designed packaging to life, while enjoying this "Gone Mad" experience to the core.

Says the principal of a famous English medium school in Bangalore, *"Our association with Gone Mad has been delightful and rewarding. The kids had a wonderfully creative time while they explored the realms of their imagination. We are pleased to be part of this spontaneous yet engaging activity."*

Says Mr. Jayachandran.V, (Managing Director), *"With the launch of Choco-Sticks we aim at introducing the Gone Mad way of life. A fun and indulgent snack, it sets free your playful spirit. With this product we look at creating 'differentiated delight'. We are confident that once you have tasted the Gone Mad way of life, there's no looking back!"*

Gone Mad Choco-Sticks are for everyone to drive away boredom but primarily for young adorable kids aged between (9-12) years are economically priced at Rs. 5/- for a single units, whereas home consumption packs of 24 choco-sticks are available at an attractive price of Rs. 120/-. Special packs, of 5 Choco-Sticks, made for friends to have a good time, are available for Rs. 25/- as well.

The product will be available across two states i.e. Karnataka to begin with followed by Tamilnadu in all kinds of retail formats i.e. General Trade, Modern trade retail chains, stand-alone formats and hyper markets as well.

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.

For further information please contact: Madison PR

Varsha Sharma _ 9886554145 | Sagarika Bhattacharya _ 9740194631