

Chomp and Sip your way into the jelly world

Garuda Foods introduces exciting new jelly drink in two scrumptious flavors of orange and guava

Bangalore, May, 2013: Someone once said, in a world of senses, taste is the queen. Celebrating incredible taste, Gone Mad offers you a fun and distinct taste of jelly, which you can "Chomp and Sip" at the same time. This Jelly Drink brings out the boisterous side of each child, opening up a window to the world of jelly. This unique product does more than just quenching your thirst... it also takes care of your hunger pangs! Slurping the juicy jelly out of the cup with the straw(that is provided with the pack) is the most fun, convenient and delicious way of enjoying this much beloved treat. This delectably flavored jelly drink leaves you craving for more.

Gone Mad jelly Drink is just what the kids ordered for – a yummy, fun filled, jelly delicacy to give them more of things they love most! This jelly drink is every mother's preferred choice over carbonated drinks, since it is made up of natural ingredients, hence steering clear of problems like obesity & indigestion.

Gone Mad Jelly Drink is an appealing and innovative product for children. It is a fun treat that can be consumed at anytime of the day. This Jelly Drink is an everyday indulgence and offers great delight to every child. Kids can now dive right into the world of jelly and enjoy the mouthfuls of happiness..., all packed in into one explosive pack of Gone Mad Jelly Drink.

Gone Mad Jelly Drink are a fun treat on the go, at home or while having a good time with friends. Gone Mad Jelly Drink is primarily for kids aged between 6 - 9 years and is currently available in two delicious flavors of Orange and Guava and are economically priced at Rs. 10/- for a single unit.

One of the firsts "for the kids, by the kids" brand, Gone Mad Jelly Drink explored the creativity of almost 1000 kids (from Class1 - Class 8) from schools in Bangalore & Chennai to design the endearingly inane avataar of this Jelly Drink. 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 Jelly Drink 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 Mr. Jayachandran V, (Managing Director), *"With the launch of Gone Mad Jelly Drink, we aim to introduce a unique enjoyable drink, specially designed to tantalize*

children's taste buds. The specially created gooey, fun filled jelly drink can not only quench thirst, but also takes care of hunger pangs children face multiple times in a day. Keeping with the brand ideology of dishing out fun treats for children, this Jelly Drink is a fun and exciting experience.. similar to a roller coaster ride much loved by children."

Gone Mad Jelly Drink will be available in Karnataka, Tamil Nadu and parts of Andhra Pradesh at all general trade, stand alone & selected modern trade outlets.

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.