



## This Mother's Day thank your moms for being 110% Super Maa

Future Consumer's oats brand KOSH will reach out to more than 1 lakh mothers with a special surprise

**National, 9<sup>th</sup> May 2018:** KOSH the premium oats grain brand helps its consumers to say 'Thank You' to their mothers in a special way this 'International Mother's Day'. Across 50 plus Big Bazaar and 50 plus Easyday Club stores, KOSH will felicitate one lakh mothers in more than 15 cities in the country. In celebration of this day, all Mother's visiting the store will be honoured with a special badge that says, '110% Super Maa'.

Making it even more special, mothers will be greeted with beautiful fresh flowers, chocolates and a heartwarming card. Increasing the surprise, the greeting card will have a discount voucher through which they can get healthy KOSH Oats at a discounted price. Additionally, the card will include a number which consumers need to SMS 'KOSH' to get discounts on their next two purchases of KOSH products.

Speaking about the campaign **Mr. Sadashiv Nayak, CEO – Food Business, Future Group** says, *"Mothers need to be thanked everyday for their unconditional love and gratitude. Mother's Day gives us one more reason to thank and make them feel special. We believe that every mother is a 110% Super Maa."*

Consumers can purchase 5 kg pack KOSH Oats + Wheat Atta at a discounted price of Rs. 149 instead of Rs. 225 across all Big Bazaar and Easyday Club stores in the country. The campaign will be promoted across all Bazaar and Easyday Club stores, KOSH social media platforms and on Future Pay app.

### ABOUT KOSH

KOSH is the ingenious makeover and assimilation of oats into your everyday food without compromising on taste. Using the diverse product formats from KOSH such as Oats Atta, Broken Oats, Wheat+Oats Atta & Instant Oats, you can incorporate KOSH into everyday meals; be it roti, paratha, upma, khichdi, idli, cheela, kheer, halwa, barfi and much more!

With KOSH, you can use your creativity & imagination to play with everyday dishes and flavors of your choice.

Kosh has been introduced by Future Consumer Limited. Future Consumer Limited is India's first sourcing –to – supermarket food & FMCG Company from Future Group. We believe, that we have created products that have helped our consumers live a better lifestyle. Future Consumer Ltd is a part of Future Group.

### **ABOUT FUTURE CONSUMER LIMITED (FCL)**

FCL is India's first sourcing-to-supermarket food company by Future Group and is built on the virtue of sharing. Starting from the seeding of food at the farm to consumption from the plate, FCL acts as a catalyst for each of its stakeholders. From sourcing, processing, retailing to final act of consumption – FCL strikes a widespread cord between the lives of the farmer, a factory laborer, a worker on the shop floor and the housewife.

Food means sharing in India. It starts at the farms where neighbors, kith and kin join hands in tilling, sowing and harvesting of crops. Women come together to further process and prepare food. Recipes are passed down as heirlooms, shared by friends and neighbors and now on television by celebrity chefs. Under FCL's spectrum, the company sources best quality commodities from world over, comprises of extensive portfolio of established brands in food and HPC space, builds urban convenience store for key metros and cash-n-carry rural distribution models for other cities across India. (Integrated front end to back end).

### **FOR MORE INFORMATION, CONTACT:**

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