

## **Mahak Group launches new product**

MUMBAI, Mar 18 (PTI)

ADDING a minty twist to chocolates, Mahak Group has launched yet another delectable flavour of candy-Mint ChocOn. Mint ChocOn is a one-of-its-kind candy with mint favoured outer shell and delectable, chocolate filled centre. Marking a grand launch, Mint ChocOn has roped in Janhvi Kapoor as the face of the brand, with a TVC campaign called 'Mint Nahi Hint Hai'.

S K Jain, CEO and MD, Mahak Group said, "In today's competitive environment, it is becoming increasingly difficult to build and sustain consumer loyalty. It has become paramount for every brand to keep coming up with innovative offerings in order to create differentiation in the mind of target consumers."