

## *Janhvi Kapoor gives a hint with Mint ChocOn*

GUWAHATI, MAR 16 : Adding a minty twist to chocolates, Mahak Group launches yet another delectable flavour of candy-Mint ChocOn. Mint ChocOn is a one-of-its-kind candy with mint flavoured 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'.

The television commercial for the campaign beautifully encapsulates the emotions of a young couple on their first date.

SK Jain, CEO & 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. We launched Mint ChocOn keeping just that in mind. Mint ChocOn is a novel and innovative concept. We employ German technology in manufacturing the product. From a teenager to a young working professional, Mint ChocOn is an offering, which will appeal to everyone.

On associating with Mint ChocOn Janhvi Kapoor said, "I have always had a bit of a sweet tooth, in fact, sometimes I love waking up to ice creams! Whenever my parents were happy with Khushi and me, they would spoil us with candies and chocolates. Which is why, I am happy to associate with Mint ChocOn. It is such an innovative concept. I am sure Mint ChocOn is soon going to be a crowd favourite."



### **Bajaj Auto launches 3 wheeler**