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## ***Janhvi Kapoor Gives a Hint with Mint ChocOn***

**G**urgaon: 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. The film opens to a beautiful late evening setting, where Janhvi and a boy are sitting by a hilltop ledge. The couple is out on their first romantic date. Since it's their first date ever, they're both a little clueless about exactly what to do on a first date. Trying to break the awkward silence, Janhvi asks, "So, aur kya karte hain first date pe?" to which the guy replies, "Pata nahi. ...mera bhi toh first time hai." Janhvi then passes on a Mint ChocOn candy to the guy and he replies, surprised, "Mint?" Janhvi shyly replies, "Ye Mint Nahi Hint Hai." Taking her subtle hint, the boy then consumes

Mint ChocOn and leans in towards Janhvi. Mr S K 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.