

For Immediate Release

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LALAH'S MASALA RELAUNCHED BY N&D COMMUNICATIONS

Lalah's- Masala – the 80 year old masala giant which exports to over 40 countries across the world has relaunched its brands in the domestic market. N& D Communications' strategy for the relaunch is focusing the strength of the brand – grandmother's eagle eye for traditional taste, quality and consistency with the advantages of state-of-the-art technology. The company is ISO 9001 certified and has been consistently winning awards for quality and export.

The initial step towards the relaunch has been redesigning the packs – modernizing them and giving them a sleek, new look. Lalah's previous masala packs predominantly carried a traditional red and yellow, which have been replaced with a contemporary design with different colours to differentiate each masala. The designs have been printed on a silvery base – thin stripes of silver make each pack an eye-catching promo by itself. The core of the pack is the prepared dish placed on a silver bowl like frame. Each pack comes with a handy recipe. The new packs are available in two categories; the regular packs and single serve packs. The packs have been made user-friendlier shifting from a horizontal incline to a more vertical profile for better visibility and easier display in grocery stores.

The Budget packs are handy packs for single serves of 4-5 persons and are ideal for nuclear families in a hurry to rustle up a meal. Priced between just Rs.2.00 to Rs.3.00, these are bound to do well in the highly price sensitive rural, semi-urban pockets as well as the lower and middle class demographic profiles. The Regular Packs are a design extension of the Budget Packs and are targeted at the home segment as part of their monthly plan.

Lalah's Masala has its sway in Tamilnadu and has future plans of expanding from the Southern regions towards the North. A journey of fine taste!

N & D Communications is a Chennai based new media-advertising agency that provides consolidated Creative and Branding solutions for the Product, Corporate and Service Industries. For more details about us please visit our site at www.ndcindia.com and for the brand Lalah's Masala, visit www.lalahs.com