

Nilon's Brings Emphasis on Health in a Pickle with Nilon's Achaar

Nilon's, one of India's biggest processed foods brands, has made a stir last month on social media by asking its fans to chant '**Achaar**' the longest they can and Lip Sync to the Achaar Rap Anthem. This was a part of the campaign #AchaarWithVichaar, through which the brand aimed to bring back consideration for the healthy pickle in the minds of the millennials.



Nilon's - Rajasthani Pickle

Nilon's has encouraged people to take up different activities such as yoga, weight lifting, dancing and more, from the comfort of their homes. While indulging in these activities, the brand also encouraged people to also indulge in the Nilon's achaar. Together, this would contribute to each person's health as Nilon's Achaar comes with many health benefits given that pickles are a rich source of vitamins, minerals and antioxidants.



Dipak Sanghavi, M.D, Nilon's India

"We are in the middle of a situation that has never been experienced by humanity. COVID-19 has taught us the importance of health like never before and we at Nilon's want to be partners of India in battling this pandemic. Our pickle, apart from adding tons of flavour, comes packed with health benefits like being a source of nutrients, boosting immunity, strengthening gut and improving digestion. By getting people to chant the longest achaaaaar, Lip Sync battle and enjoying our Independence Day episodes, we wanted to re-inculcate the old established Indian habit of adding an achaar to every meal back in the lives for right reasons - Taste & Health," says **Dipak Sanghavi, M.D, Nilon's India.**

Some of the most achaari content creators from the spheres of health, fitness and lifestyle along with fans of Nilon's have come together to chant the longest Achaaaaar and adopt a healthier lifestyle with the brand.

We also spoke to **Deepali Soam**, a fitness & food content creator, about her participation in Nilon's #AchaarWithVichaar campaign, who said, *"I think the best part about being a part of this activity was to find out how many health benefits are packed in just a bottle of Nilon's Achaar. It's great to go back to something that I absolutely loved growing up and make it a part of my adult lifestyle as well. Of course, the insanely tangy taste just adds great flavour to all my meals through the day!"*

As a part of the #AchaarWithVichaar campaign which reached 3.7 Crore people across social platforms, Nilon's launched its products on Amazon which includes their wide range of pickles - Rajasthani Mix Pickle, Rajasthani Mango Pickle, Rajasthani Green Chilli Pickle, Garlic Pickle, Stuffed Red Chili Pickle, Lemon Pickle and many more.