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# Vadilal Brings Parle's Iconic Melody Brand to the Ice Cream Aisle

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In a strategic trademark licensing partnership, Vadilal Industries Ltd. and Parle Products have come together to extend one of India's most iconic confectionery brands into the ice-cream category with the launch of Melody Ice Cream. The collaboration brings together Parle's powerful brand equity and Vadilal's category expertise, creating a distinctive offering that reimagines a beloved consumer favourite for a new generation.

The collaboration underscores the growing role of trademark licensing and brand extensions in shaping consumer categories. As brands increasingly seek to unlock new consumption occasions and deepen consumer engagement, partnerships between category leaders are emerging as a powerful way to drive innovation, relevance, and reach. The Vadilal-Parle association

exemplifies this trend, leveraging the equity of a household confectionery brand and the scale of a market-leading ice cream company to create value for consumers.

As consumers increasingly gravitate towards familiar brands presented in fresh and unexpected formats, the partnership taps into the growing appeal of nostalgia-led innovation. The launch is designed to resonate across generationsâ??from consumers who grew up with Melody to younger audiences seeking culturally relevant and shareable food experiences.

Commenting on the association, Himanshu Kanwar, Chief Executive Officer, Vadilal Industries Limited, said, "The strongest brands are those that create lasting emotional connections, and Melody is undoubtedly one of them. Our partnership with Parle represents the coming together of two trusted and legacy household names with a shared commitment to delighting consumers. Through this association, we are not only introducing a distinctive new offering but also creating a powerful cultural moment that celebrates familiarity, joy, and innovation. We see immense potential in collaborations that blend brand equity with evolving consumer preferences, and Melody Ice Cream is a compelling expression of that vision."

Commenting on the partnership, Mayank Shah, Chief Marketing Officer, Parle Products Pvt. Ltd said, "Melody has enjoyed a special place in the hearts of consumers for decades. This association with Vadilal allows us to extend the brand into a category that offers new occasions for consumption while retaining the essence that has made Melody so memorable. We are excited to see consumers experience the brand in a completely new avatar and look forward to the response this collaboration generates."