

Vadilal, Parle Partner to Launch Hide & Seek Ice Cream

25 September 2026 | News

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Vadilal Industries Ltd., one of India's leading ice cream manufacturers, and Parle Products Pvt. Ltd., makers of the iconic Hide & Seek biscuit, announce a new trademark licensing partnership to launch Vadilal Hide & Seek Ice Cream, bringing the much-loved chocolate-chip and cookie experience of the brand to a new category.

The collaboration combines Vadilal's expertise in ice cream manufacturing, distribution and cold-chain infrastructure with Parle's strong brand equity and consumer recall in biscuits, creating a new consumption occasion for one of India's most recognisable snack brands.

Ravi Makhwana, Chief Marketing Officer, Vadilal said, "Hide & Seek is a brand with tremendous emotional resonance and an unmistakable taste profile. Bringing it into ice cream is an exciting opportunity to combine that nostalgia with a format that consumers love. Our partnership with Parle brings together two trusted Indian brands and our respective strengths to create an experience that is both familiar and new."

"Hide & Seek has always been about the excitement of finding that chocolate chip in every bite. This partnership allows us to take that familiar experience beyond the biscuit aisle and into a completely new format," said Mayank Shah, Chief Marketing Officer, Parle Products Pvt. Ltd. "With Vadilal's ice cream expertise, we are bringing the taste and personality of Hide & Seek to a new consumption occasion while staying true to what consumers love about the brand."

The launch is supported by a nationwide integrated marketing campaign titled 'Jodi Aisi Ki Nazar Na Lage.' Built around the culturally familiar expression of the evil eye, the campaign celebrates the new 'jodi' of Vadilal Ice Cream and Parle Hide & Seek, using the evil-eye emoji as a contemporary expression of a combination that consumers would want to celebrate and protect. At the heart of the campaign is a digital video commercial that brings the new jodi to life through the irresistible pairing of chocolate chips, cookie crunch and creamy ice cream. The evil-eye emoji becomes a key creative expression of 'Jodi Aisi Ki Nazar Na Lage', reflecting the contemporary way consumers celebrate and protect a special new combination.