



Laila unveils its biggest marketing campaign ever for Ramadan

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WORLD food giants Surya Foods is embarking on its biggest ever marketing campaign in support of its leading Laila basmati rice brand this Ramadan.

The £1m plus campaign, which comprises outdoor, television, radio, print, digital, experiential and in-store activity, launches this month, using the brand's signature strap-line: 'Love Rice, Love Laila'

The campaign, which kicks off with media activity, will build throughout June, gaining momentum with a television and radio campaign across key ethnic channels. The campaign will culminate with special, in-store promotions across the UK from 18th Jun - 17th July, together with online competitions.

The outdoor advertising includes 6 and 48 sheet posters across strategic London boroughs and sites in Birmingham, together with bus supersides.

Laila is using the campaign to re-enforce its position as ethnic rice category leader. Laila is currently the fifth most popular rice brand in the UK by category sales according to Nielsen data, sitting only below the UK's mainstream dry rice brands.

A key part of the campaign will be the promotion of Laila's sophisticated Ramadan App, which was launched last year.

The app, which has been enhanced further for 2015, can be downloaded for free and has been designed to assist Laila customers in observing important daily rituals during the Holy month of Ramadan. It offers a host of sophisticated features to help its users meet the religious practices of Ramadan, including; listing and alerting the user of prayer times; directing users to the nearest mosque; featuring a Qibla locator to determine the direction of Mecca; notifying users of the Suhoor and Iftar feast times. It also features dozens of rice based recipes, which make for perfect, slow energy release sustenance during feast times.

Harry Dulai, Managing Director of Surya Foods, owners of the Laila brand, said: "With decades of experience in the world food sector and a good understanding of our customers, we have used customer feedback in the creation of this app, with a view



to helping them meet the many and varied demands of the holy period of Ramadan, which is both challenging and rewarding.

He added: "Technology touches every part of our lives nowadays and we do not wish to detract from the sacredness of Ramadan with this app. On the contrary, we believe technology is a very useful tool to help people observe the time-critical rituals of Ramadan in a modern world and, given the fact half of the UK's Muslim population is under the age of 25, mobile phones are the preferred and trusted device of this generation."

Ramadan has become an increasingly important month for UK supermarkets who now go the extra mile to show solidarity during the religious period. Key ethnic stores are increasingly featuring elaborate in-store decorations, designed with traditional Islamic geometric patterns in shades of green, together with special promotions to attract Muslim customers. Increased interest is not surprising, with sales uplift during this period running into the millions.

Designed for Iphone and Android users in the United Kingdom, the Laila Ramadan App 2015 is a free app available for downloads from the App Store and Google Play and will run on iOS 6.0 and later and Android Gingerbread and later versions.

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Note to Editors

Laila Foods

- Laila is one of the UK's leading basmati rice brands and is owned by world food giants Surya Foods. It is the top selling rice brand on the world food aisles of national retailers Tesco and Asda. Established in 1996 to bring high quality, authentic basmati rice to the rice-eating Asian community of the UK, Laila has become one of the nation's favourite rice brands, popular with consumers and ethnic chefs alike due to its quality and authenticity.



- The Laila brand has expanded rapidly in recent years and now includes a complete range of flours, attas, ghee butter, pickles and curry pastes, sourced from around the world, to help UK consumers create delicious, authentic dishes in their own homes, using a brand they have come to know, love and trust.
- [Surya Foods](#) is one of the largest suppliers of authentic world foods to the UK food sector. Its unrivalled, extensive world food ranges has seen it become the biggest supplier of world food lines into supermarket giants Tesco, Asda, Sainsbury's and Morrisons, with extensive independent retail accounts across the UK. Surya owns three rice brands listed in the UK top ten according to 2014 Nielsen data. (Laila, Salaam & Apna).
- Surya's evolving ranges cater to the South Asian, Korean, Chinese, Thai, West African, Caribbean, African and Polish communities, with Arabic and Mediterranean products added to its world food line up in 2015.
- With 2,000 products available, Surya represents over 50 agency lines from some of the world's leading companies as well as its own popular house-brands, including Laila, Salaam, Apna, Jamaica's Pride, Reggae Kitchen and Island Sun.
- Surya Foods is a subsidiary of Flying Trade Group which operates across several sectors of the UK food and leisure industry.