

# Comprehensive Digital Marketing For

A wide-angle photograph of a vast, golden-yellow field, likely a wheat or rice paddy, under a dramatic sunset sky. The sun is a bright, glowing orb on the horizon, casting a warm, orange light across the scene. The sky is filled with soft, wispy clouds. In the background, a line of trees with autumn-colored foliage is visible. The overall mood is peaceful and scenic.

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# Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

**Brand :** Sunfeast

**Brand Logo :**



**Brand Colors :** Red, Orange, Yellow

# Brand study

## MISSION & VALUES:

**MISSION:** "Sunfeast", with the Brand Essence "Spread the Smile" connotes happiness, contentment, satisfaction and pleasure one would derive from great tasting and high quality biscuits. The brand positioning and imagery is reinforced by the Sun mascot conveying the emotional and gratifying aspects of the product.

**VALUES:** Sunfeast biscuits have always stood for quality and are known for offering innovative and wholesome biscuits.

**Unique Selling Point:** Sunfeast is committed to maintaining the highest standards of quality in all their products. They use the finest ingredients and follow stringent quality control measures to ensure that customers get the best tasting and safest products.

**BRAND MESSAGING:** The slogan 'Spread the Smile' has become the essence of the brand and the catchy and colorful ads have helped the company in acquiring a large share of the market.

**BRAND TAGLINE:** "SPREAD THE SMILE"

# Competitor Analysis

## Your Top 3 Organic Competitors –



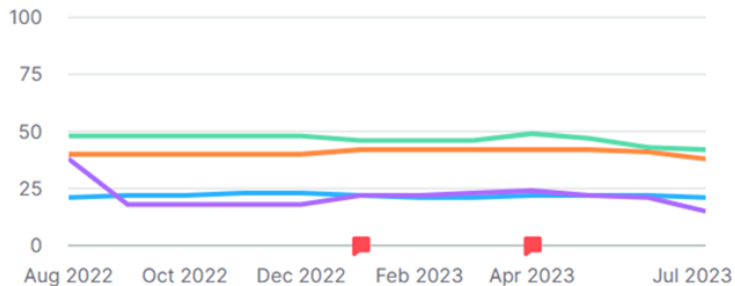
**Organic Traffic:** 152,863/month  
**Domain Authority** 42  
**Ranking Keywords** 5,030  
**Spam Score** 1%

**Organic Traffic:** 216,417/month  
**Domain Authority** 37  
**Ranking Keywords** 7,976  
**Spam Score** 5%

**Organic Traffic:** 57,261/month  
**Domain Authority** 21  
**Ranking Keywords** 1,282  
**Spam Score** 4%

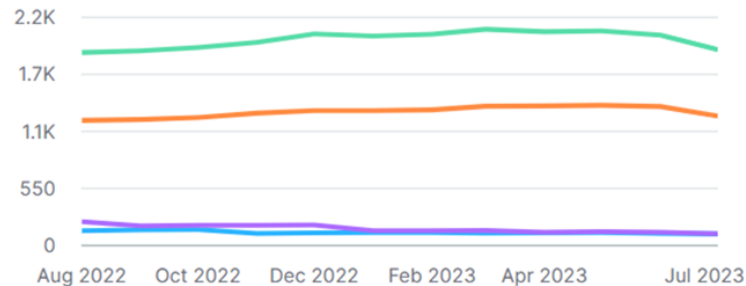
Authority Score ⓘ

Last 12 months



Referring Domains ⓘ

Last 12 months



sunfeastworld.com



britannia.co.in



parleproducts.com



unibicfoods.com

# Buyer's/Audience's Persona

- **Demographics:** The target audience for Sunfeast products primarily includes children, teenagers, young adults, and adults of all genders across different age groups. These biscuits and snacks are widely available in India and some other countries where the brand is present, making the main focus of the audience individuals residing in India and potentially other international markets.
- **Psychographics:** The target audience for Sunfeast includes individuals with diverse lifestyles, such as students, working professionals, and homemakers, who seek convenient and delicious snacks for on-the-go consumption. People who enjoy a variety of flavors and taste experiences will also find the brand appealing, given Sunfeast's extensive range of biscuits and snacks. Additionally, the brand-conscious consumers who prefer established names like Sunfeast are also part of the target audience.
- **Behaviors:** The target audience for these products comprises individuals with frequent snacking habits who enjoy snacks during their break times or between meals. This audience is diverse, encompassing both occasional consumers who buy biscuits and snacks for special occasions and regular consumers who include them in their routine grocery shopping.
- **Interests:** Sunfeast aims to cater to a diverse target audience with several key preferences in mind. Convenience is crucial, so the focus is on providing easily portable and ready-to-eat snacks. Taste and variety are also essential aspects, attracting those who love exploring different flavors and options. Additionally, health-conscious consumers are considered by offering healthier choices like high-fiber biscuits or products with reduced sugar content.

# Part 2: SEO & Keyword Research

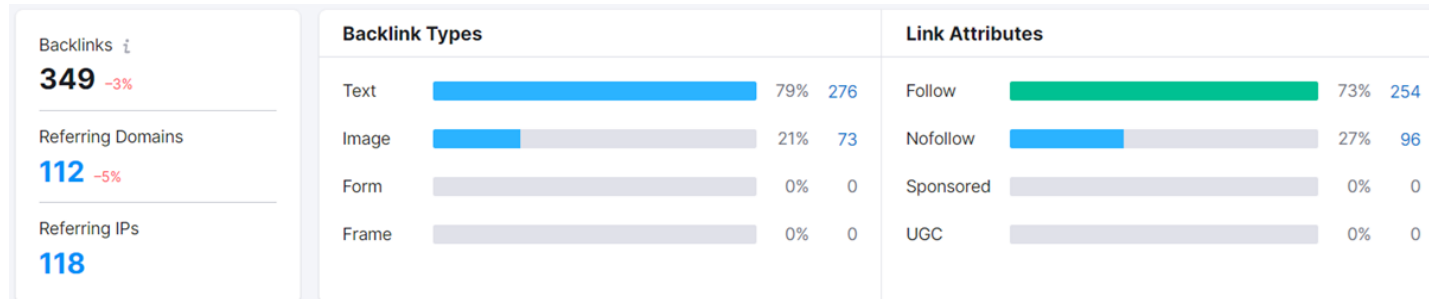
Analysis: <https://www.sunfeastworld.com/>

## Overview



**Note: Need to create quality backlinks that will help us to boost traffic and rankings**

**Backlink Details** – We have 254 do-follow links found, we need to create more do follow backlinks more as compared to no-follow. According to latest strategy we have to follow the 80:20 ratio for do-follow and no-follow but, we have 73:27 ratio.



# Keyword Research

Keyword	Avg. Monthly Searches	Competition
dark fantasy biscuit	50000	High
sunfeast biscuits	50000	Medium
dark fantasy choco fills	5000	High
dark fantasy chocolate	5000	Medium
bounce biscuit	5000	Medium
yippee noodles price	5000	Medium
sunfeast dark fantasy	5000	High
sunfeast all rounder	5000	Medium
dark fantasy price	5000	Medium
dark fantasy biscuit price	5000	High



# Keyword Research

As per present competition for every keyword at least 10 websites are trying to rank. So, to avoid that and to rank for particular keyword i suggest 2 important tools.

- **Google Trends:** Here we can analyze the popularity of top search queries in Google Search across various regions and languages. By that we can figure out best organic search terms.
- **Keyword Planner:** As per my observation keyword planner is completely made for Google Ads. From here i use to check the search volume and competition levels of organic search terms we had from Google Trends.



# SEO Basic On-Page Suggestions

**Page:** <https://www.sunfeastworld.com/>

**Current Title:** Sunfeast - Rich & Nutritious Biscuits/Cookies by ITC

**Current Meta Description:** Started in 2003, Sunfeast offers a rich and nutritious range of biscuits across all major category of biscuits.

**Suggesting Title:** Sunfeast: Delightful Snacks & Biscuits | Quality Taste & Variety

**Suggesting Meta Description:** Discover the joy of Sunfeast snacks & biscuits! Indulge in premium flavours, unmatched quality, and a delightful range. Savour the taste of happiness today!

**Image Alt Tags:** Need to optimize

**H1 Heading Tag:** H1 Tag is Missing We need to add one “Welcome to Sunfeast: Delightful Snacks & Biscuits Since 1984”

**Mobile Friendly Test:** Website is not mobile optimized.

# SEO Strategy

## SEO Strategy:

- Along with On-Page, need to prepare relevant landing page.
- Create specific types of content for the different search intents from search console.
- Making specific content to get featured snippets.
- Or maybe voice search is something that might fit your strategy.
- Video Creation.
- Audio Optimization & Podcasting.
- Using Heatmap
- A/B testing For Web pages Using “Google Optimize”

# Part 3: Content Ideas and Marketing Strategies

## Content Calendar

<b>AUG</b> 2023 _____	<div>WEEK 1 <input type="checkbox"/></div> <div>WEEK 1: AUG 1ST - AUG 7TH</div> <div>WEEK 1: THEME - "TASTY TREATS FOR MONSOON"</div>	<div>WEEK 2 <input type="checkbox"/></div> <div>WEEK 2: AUG 8TH - AUG 14TH</div> <div>WEEK 2: THEME - "CELEBRATE FRIENDSHIP DAY"</div>	<div>WEEK 3 <input type="checkbox"/></div> <div>WEEK 3: AUG 15TH - AUG 21ST</div> <div>WEEK 3: THEME - "INDEPENDENCE DAY SPECIAL"</div>
	<div>WEEK 4 <input type="checkbox"/></div> <div>WEEK 4: AUG 22ND - AUG 28TH</div> <div>WEEK 4: THEME - "BACK TO SCHOOL SNACKS"</div>	<div>WEEK 5 <input type="checkbox"/></div> <div>WEEK 5: AUG 29TH - AUG 31ST</div> <div>WEEK 5: THEME - "WEEKEND BINGE"</div>	<div>NOTES:</div> <div>IMPORTANT DAYS</div> <div>WORLD WIDE WEB DAY (1 AUG) FRIENDSHIP DAY (6 AUG) NATIONAL HANDLOOM DAY (7 AUG) INDEPENDENCE DAY (15 AUG) NATIONAL SPORTS DAY (29 AUG) ONAM (29 AUG) RAKSHA BANDHAN (30 AUG)</div>

# Part 3: Content Ideas and Marketing Strategies

## Content Calendar

**Week 1: Aug 1<sup>st</sup> – Aug 7<sup>th</sup>**

Week 1: Theme - "Tasty Treats for Monsoon"

Caption 1: "Embrace the rainy season with our delightful biscuits that perfectly complement the soothing sound of raindrops! 🌧️ 🍪"

Hashtags: #MonsoonDelights #SunfeastTreats"

Caption 2: "Rainy days call for cozy blankets and a plate of our scrumptious biscuits. Share your favorite monsoon moment below! ☕ 🌧️"

Hashtags: #SunfeastMonsoon #BiscuitBliss"

# Part 3: Content Ideas and Marketing Strategies

## Content Calendar

**Week 2: Aug 8<sup>th</sup> – Aug 14<sup>th</sup>**

Week 2: Theme - "Celebrate Friendship Day"

Caption 1: "Tag your biscuit buddy and show some love on this Friendship Day! ❤️ 🍪"

Hashtags: #FriendsForever #SunfeastBFFs"

Caption 2: "Like biscuits and friendship, some things are just better together! 🍪 Happy Friendship Day!"

Hashtags: #BiscuitBonding #SunfeastFriends"

# Part 3: Content Ideas and Marketing Strategies

## Content Calendar

**Week 3: Aug 15<sup>th</sup> – Aug 21<sup>st</sup>**

Week 3: Theme - "Independence Day Special"

Caption 1: "Celebrate the spirit of freedom with our delightful Sunfeast biscuits! IN 🇮🇳

Hashtags: #IndependenceDay #SunfeastMoments"

Caption 2: "As we hoist the tricolor, let's savor the taste of patriotism with Sunfeast biscuits! 🍪 IN

Hashtags: #ProudToBeIndian #Sunfeast"

# Part 3: Content Ideas and Marketing Strategies

## Content Calendar

**Week 4: Aug 22<sup>nd</sup> – Aug 28<sup>th</sup>**

Week 4: Theme - "Back to School Snacks"

Caption 1: "A new school year calls for new adventures and yummy Sunfeast treats in the lunchbox! 🎒 📄"

Hashtags: #BackToSchool #Sunfeast"

Caption 2: "Make the return to school exciting with Sunfeast biscuits - the perfect snack-time companion! 🕒 🚌"

Hashtags: #SchoolSnacks #Sunfeast"



# Part 3: Content Ideas and Marketing Strategies

## Content Calendar

**Week 5: Aug 29<sup>th</sup> – Aug 31<sup>st</sup>**

Week 5: Theme - "Weekend Binge"

Caption 1: "Weekends are for indulging in the goodness of Sunfeast biscuits! Treat yourself! 🍪 🍪"

Hashtags: #WeekendBinge #SunfeastMoments"

Caption 2: "Unwind and savor the weekend with Sunfeast - because you deserve a delightful break! 🌞 🍷"

Hashtags: #WeekendTreats #Sunfeast"

# Content Optimization Suggestions:

- **Keyword Research:** Before you start writing, conduct thorough keyword research to identify relevant and high-traffic keywords related to your blog topic. Use tools like Google Keyword Planner or SEMrush to find the best keywords to target.
- **Compelling Headlines:** Create attention-grabbing headlines that clearly convey the value of your blog post. Use power words, numbers, and questions to pique the readers' interest.
- **Engaging Introductions:** Hook your readers from the beginning with an engaging introduction. Address their pain points or questions and promise valuable insights in the rest of the post.
- **Well-Structured Content:** Organize your blog posts with clear headings, subheadings, and bullet points. This makes it easier for readers to scan the content and find what they're looking for.
- **Use of Multimedia:** Incorporate relevant images, videos, infographics, and other multimedia elements to enhance the visual appeal and shareability of your blog posts.
- **Internal & External Links:** Include both internal links (linking to your own related blog posts) and external links (to authoritative sources) to provide additional context and credibility to your content.
- **Mobile-Friendly:** Ensure your blog is mobile-friendly and responsive, as many users browse the internet on their mobile devices.
- **Meta Description:** Write a compelling meta description that summarizes the blog post and encourages users to click through to your site from search engine results.
- **Call-to-Action (CTA):** Include a clear CTA at the end of your blog post, encouraging readers to take the desired action, whether it's subscribing, sharing, or leaving a comment.

# Website Marketing Strategies:

- **Clear Value Proposition:** Your website's homepage should have a clear and concise value proposition that tells visitors what your business does and how it can benefit them.
- **Fast Loading Speed:** Optimize your website's loading speed by compressing images, using a content delivery network (CDN), and minimizing unnecessary scripts.
- **Mobile Optimization:** A large portion of internet users access websites on mobile devices, so ensure your website is optimized for mobile viewing.
- **Simple Navigation:** Make your website easy to navigate with a clear menu and well-structured pages. Users should be able to find what they're looking for quickly.
- **SEO-Friendly URLs:** Use descriptive and SEO-friendly URLs that include relevant keywords. Avoid using complex strings of characters.
- **Optimize Images:** Compress images to reduce file size without sacrificing quality. Use alt tags to describe images for better accessibility and SEO.
- **Readable Fonts and Colors:** Choose fonts and colors that are easy to read and create a visually pleasing experience for users.
- **Contact Information:** Make sure your contact information (phone number, email, address) is easily accessible, especially if you have a physical business location.
- **Social Media Integration:** Include social media buttons or links to encourage visitors to connect with your brand on various platforms.
- **Testimonials and Trust Signals:** Display customer testimonials, reviews, and trust badges to build credibility and trust with your audience.
- **Clear Call-to-Action (CTA):** Each page should have a clear and relevant CTA that guides visitors towards the desired action, whether it's making a purchase, signing up for a newsletter, or contacting you.

# Off- Page Activity Suggestions

We need to do Off-Page based the **Niche** of the site. Niche refers to a 'corner'. By finding a corner of any given market, you have more chance to rank a website for its various keywords than you would the main topic.

To this Insurance **Niche** based websites we need to focus & get people's trust for that we need to give main priority to below mentioned submissions...

1. Forum Submissions ([Google Groups](#))
2. Influencer Outreach
3. Questions & Answers ([Quora](#))
4. Press Release Submissions ([Google News](#))
5. Artificial Intelligence & SEO

# Backlinking Strategy

- For brand building - **Social and PR** will work to get promotional and quality links to our website.
- Doing posting related to travel will helps to get keywords rank ( **guest post, third party blog posting, Article posting, PR, content marketing** with relevant category in different posting sites)
- **Questioning and answering** in also best way to answering and promote our services
- **Local SEO** is a way to optimize a website so that is shows up when people search for your location or when searching through mobile when located in an area close to your physical business address.
- **Social SEO** - Creating business pages on all social media platforms and should optimize social media profiles are SEO optimized.



Site Audit +  
Competitors

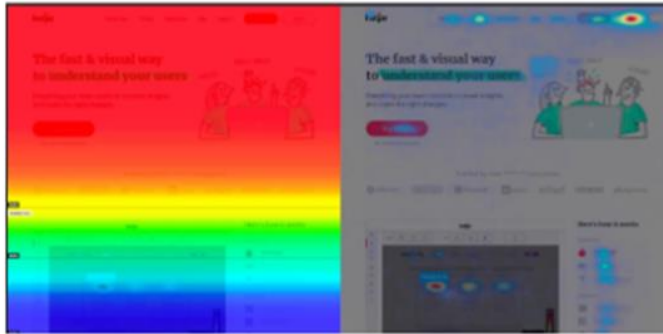


# Conversion Rate Optimization:

Area's to be focus to Plan & Implement



hotjar



Heat Map



Polls



User Behavior

# Email Marketing Strategy:

Area's to be focus to Plan & Implement

HubSpot  
CRM

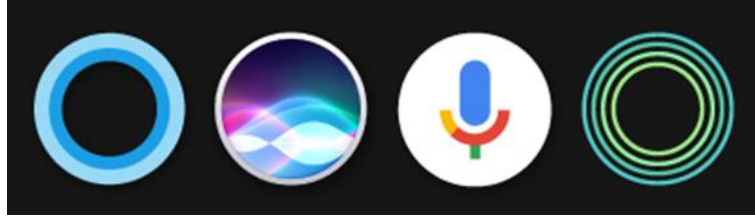


Email Marketing

# Website Marketing Strategies:

## Area's to be focus to Plan & Implement - Voice Search Optimization

- VSO - Optimizing Your Content. Google's voice search, in particular, has perhaps been the best voice search platform around providing the most accurate search results thanks to its ability to recognize the voice, which is one element that has been optimized continuously to provide the best results.  
So, to compete in voice search you have to be in Google Voice Assistant, Apple Siri, Microsoft Cortana & Amazon Alexa.



- By the year 2024, half of all online searches will be made through voice search. Due to its prolific use, search engines such as Google are placing a higher emphasis on voice search optimization.



## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

### Blog Content:

**Title:** "Sunfeast: Savoring Moments of Delight - A Brand Journey of Indulgence and Quality“

**Post Content:** In today's fast-paced world, where life's demands never seem to slow down, it's crucial to find little moments of joy and delight in our daily routines. Sunfeast, a renowned brand in the food industry, has been making these moments possible with its delectable range of biscuits and snacks. From their humble beginnings to becoming a household name, this blog explores the inspiring journey of Sunfeast, highlighting their commitment to quality, innovation, and customer satisfaction.

#### I. Origins and Humble Beginnings :

Every successful brand has a story to tell, and Sunfeast's journey began with a vision to create products that could uplift the spirits of people across the nation. We delve into the brand's roots, tracing its inception and the driving force behind its mission to offer premium snacks that cater to diverse tastes and preferences.

#### II. Quality and Innovation :

Sunfeast has always placed paramount importance on quality and innovation. This section discusses the brand's relentless pursuit of excellence, their adherence to stringent quality standards, and their investment in cutting-edge technology to deliver products that never compromise on taste or nutritional value.

## **Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)**

### **Blog Content:**

#### **III. Diverse Product Range :**

The blog explores Sunfeast's diverse product portfolio, which caters to a wide range of consumer preferences. From classic biscuits to delightful cookies, savory snacks, and gluten-free options, Sunfeast ensures there's something for everyone.

#### **IV. Nurturing Customer Connections :**

A strong connection with customers is the cornerstone of any successful brand. Here, we examine how Sunfeast has built and maintained a loyal customer base through effective marketing strategies, responsive customer service, and engagement initiatives.

#### **V. Social Responsibility and Sustainability :**

In today's conscious consumer landscape, brands are expected to take a stand on social and environmental issues. We look at Sunfeast's commitment to sustainability, responsible sourcing, and corporate social responsibility, which has endeared them to eco-conscious consumers.

## **Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)**

### **Blog Content:**

#### **VI. Collaborations and Partnerships :**

Sunfeast has forged meaningful collaborations with influencers, celebrities, and other brands. This section touches upon some of the most memorable partnerships and the impact they've had on brand visibility and reach.

#### **VII. Culinary Delights: Recipes and Creations :**

No brand promotion blog is complete without showcasing the irresistible taste of Sunfeast products. Here, we highlight some creative and delicious recipes using Sunfeast biscuits, showcasing their versatility and inspiring readers to experiment in their own kitchens.

Sunfeast has carved a niche for itself in the food industry through a winning combination of quality, innovation, and customer-centricity. Their commitment to creating moments of delight in the lives of consumers has earned them a special place in the hearts of millions. As they continue to evolve and expand their product offerings, one thing remains constant – the joy that comes with every bite of Sunfeast's scrumptious treats. So, the next time you seek a moment of indulgence, trust Sunfeast to deliver smiles and satisfaction, one delectable snack at a time.

# Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

## Post Creation:



Topic: Brand  
Awareness and Products

## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

### Post Creation:



Topic: Brand's New Product

## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Post Creation:



Topic: For The Interest Of Audience

## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

### Instagram Story:

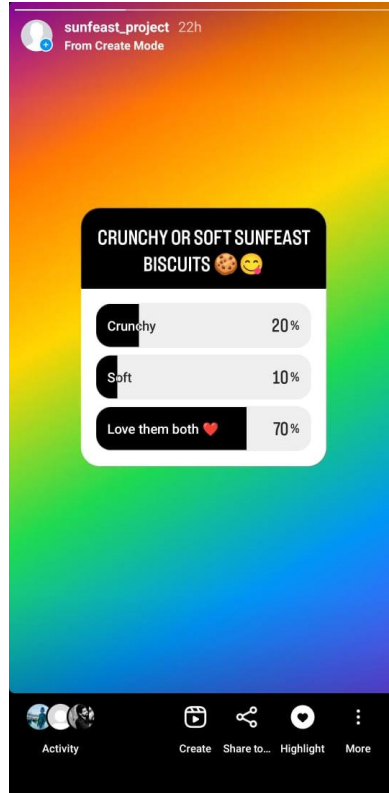


### STORY 1 : What's Your Favourite? Insights

Accounts Reached : 37  
Story Interactions : 02  
Replies : 02  
Posted On : 23-07-2023

## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

### Instagram Story:



### STORY 2 : Crunchy Or Soft Biscuits POLL Insights

Accounts Reached : 47

Accounts Engaged : 02

Poll Results - 1)Crunchy : 20%

2)Soft : 10%

3) Love Them Both : 70%

Posted On : 24-07-2023



## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

### Instagram Story:



### STORY 3 : Quiz About Flavour In Dark Fantasy

#### Insights

Accounts Reached : 58

Accounts Engaged : 01

Quiz Results - 1)Vanilla : 03

2)Chocolate : 29

3)Strawberry : 03

Posted On : 25-07-2023

## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

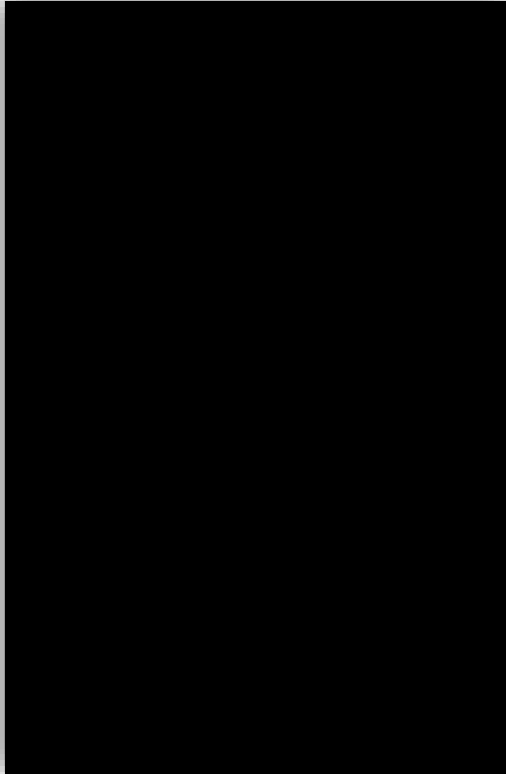
### Designs:



"Celebrate the timeless bond of friendship with Sunfeast cookies and milk! Because some bonds are as perfect as the combination of cookies and milk."

## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Video Editing:



"Indulge in the Monsoon magic with Sunfeast biscuits and a steaming cup of tea. A perfect combo for a rainy day!"

# Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

## Social Media Ad Campaign:

Advertising Goals: Increasing Brand Awareness

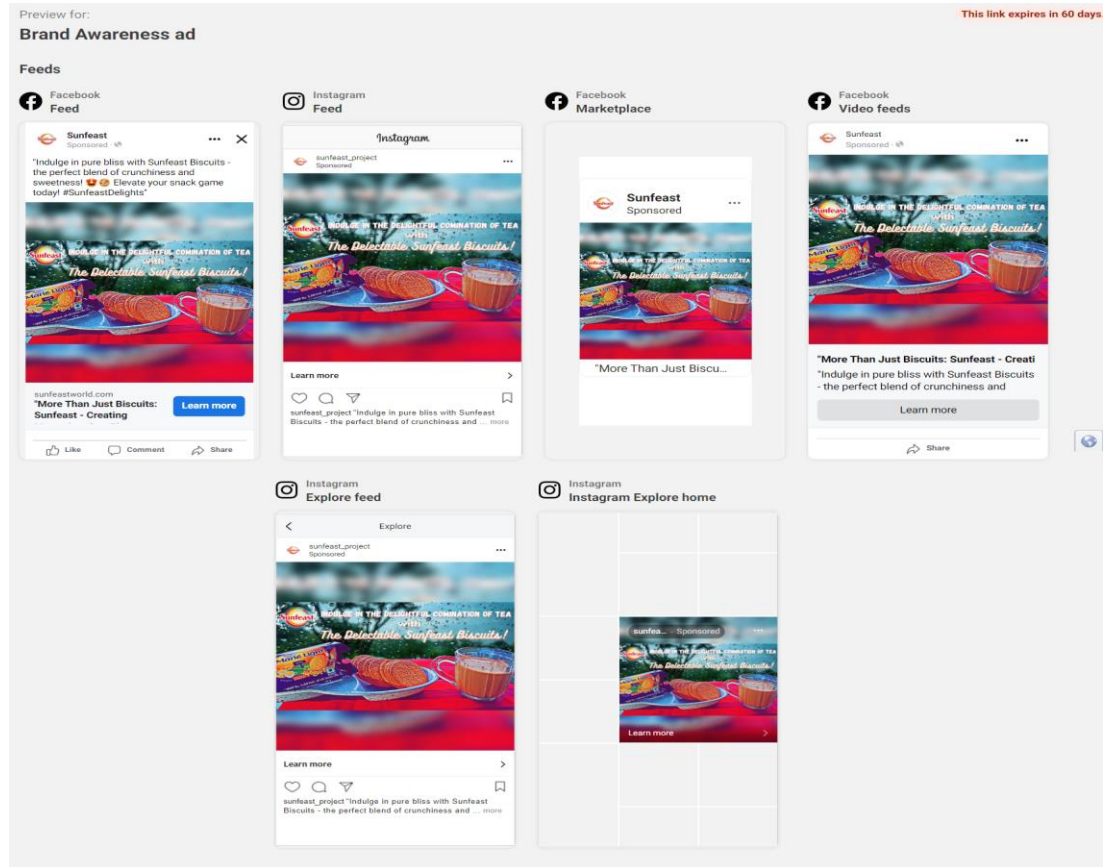
Audience Targeting: Age: 18-50

Gender: All Gender

Demographics : Education

Interests : Entertainment (leisure) : Games (leisure), Live events (entertainment), Movies (entertainment & media), Music (entertainment & media), TV (movies & television), Family and relationships, Fitness and wellness (fitness), Food and drink (consumables), Shopping (retail)

Ad Campaign Link:  
[fb.me/a7aWBkj1zgzAk1](https://fb.me/a7aWBkj1zgzAk1)



# Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

## Social Media Ad Campaign:

Advertising Goals: Driving Website Traffic

Audience Targeting: Age: 18-50

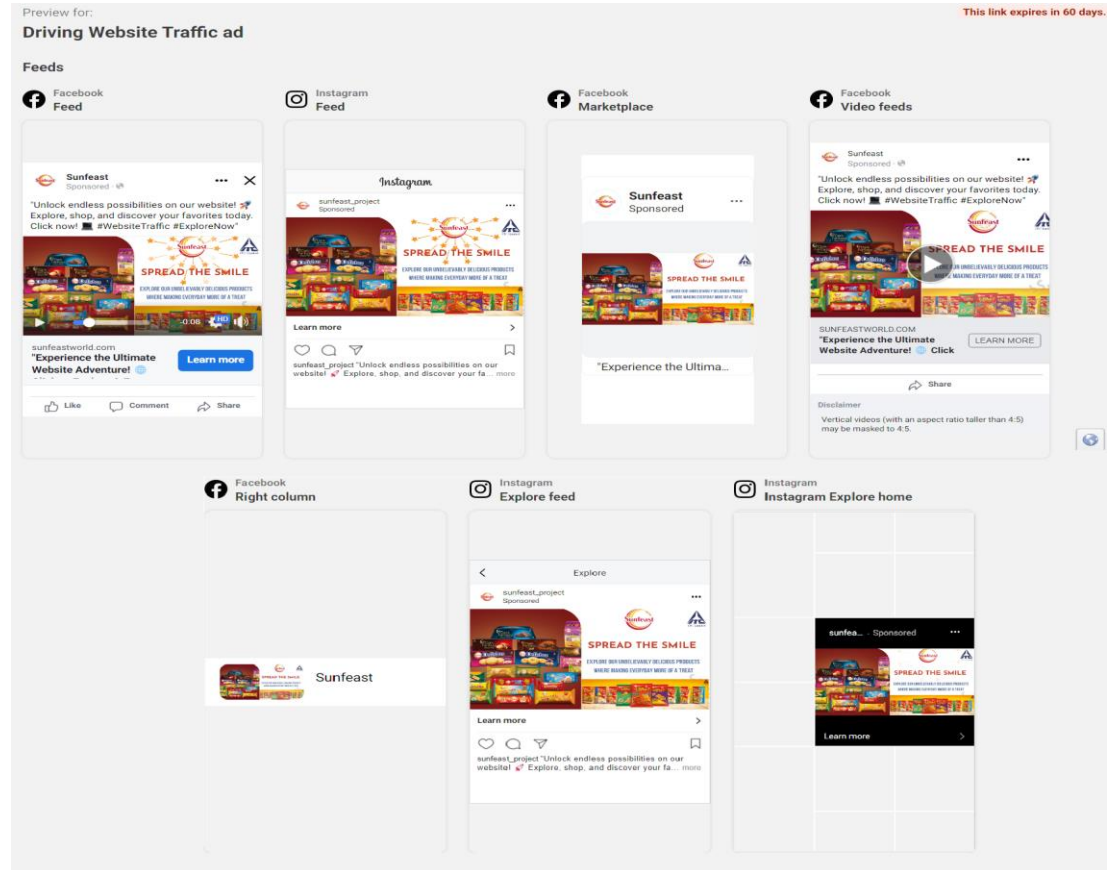
Gender: All Gender

Demographics : Education

Interests : Entertainment (leisure) : Games (leisure), Live events (entertainment), Movies (entertainment & media), Music (entertainment & media), TV (movies & television), Family and relationships, Fitness and wellness (fitness), Food and drink (consumables), Shopping (retail)

Ad Campaign Link:

[fb.me/1LwbpJUv06Ntwdg](https://fb.me/1LwbpJUv06Ntwdg)

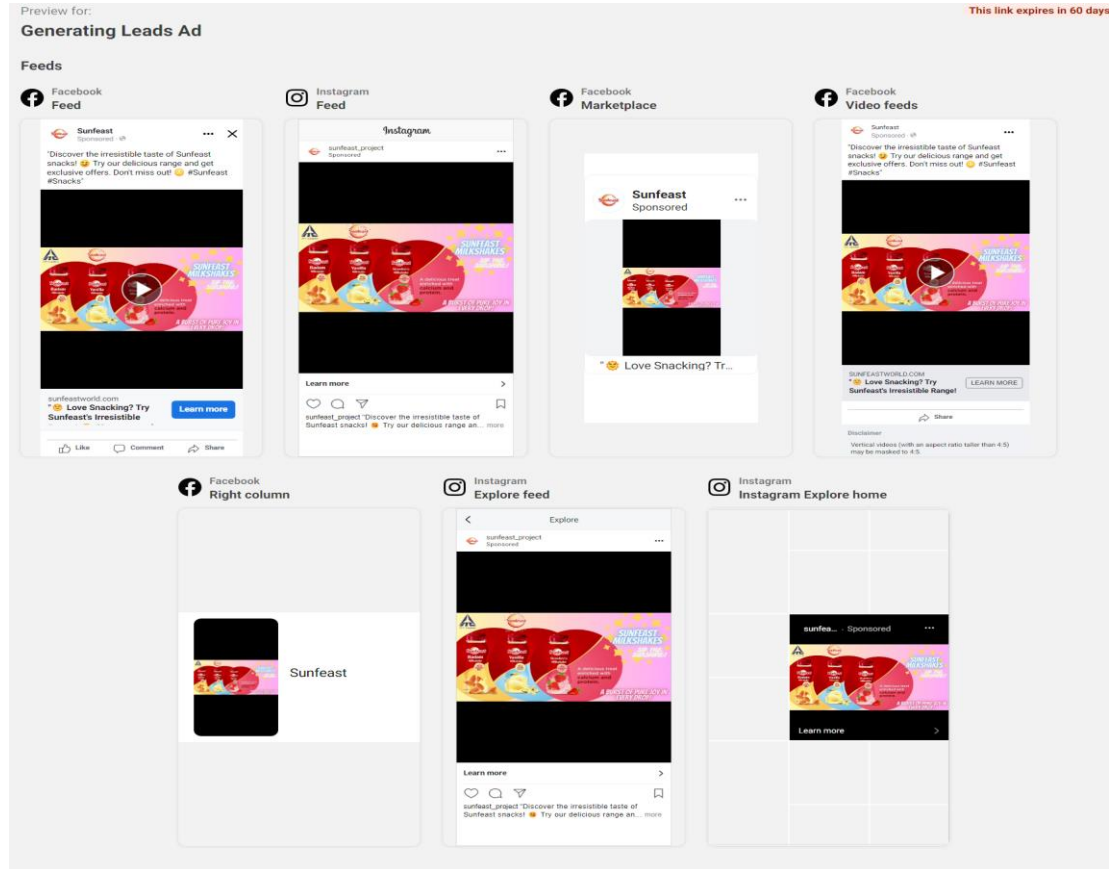


# Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

## Social Media Ad Campaign:

**Advertising Goals:** Generating Leads  
**Audience Targeting:** Age: 18-50  
Gender: All Gender  
**Demographics :** Education  
**Interests :** Entertainment (leisure) : Games (leisure), Live events (entertainment), Movies (entertainment & media), Music (entertainment & media), TV (movies & television), Family and relationships, Fitness and wellness (fitness), Food and drink (consumables), Shopping (retail)

**Ad Campaign Link:**  
[fb.me/2DI0tX7JefAmqPP](https://fb.me/2DI0tX7JefAmqPP)



## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

## Email Ad Campaign:

## Email ID Campaign 1: Brand Awareness Campaign



Discover a world of delectable delights and exciting updates with our monthly newsletter! We bring you 100 words of pure joy and indulgence, featuring the latest on our premium range of biscuits, cookies, and snacks that will tickle your taste buds. Stay ahead with exclusive offers, delightful recipes, and sneak peeks into our upcoming product launches. Learn about our commitment to quality, sustainability, and community initiatives, making every bite more satisfying. Be inspired by heartwarming stories of people enjoying Sunfeast treats worldwide. Join our vibrant community, and let the Sunfeast newsletter brighten your day with its delicious content. Subscribe now and embrace a journey of delightful flavors!

**Visit for More**



Our mailing address is:

FOR FEEDBACK/COMPLAINT, PLEASE WRITE TO ITC CARESAT P.O. BOX NO.552, BANGALORE-560055 OR EMAIL US AT [itccare@itc.in](mailto:itccare@itc.in) OR CALL US ON ANY WORKING DAY BETWEEN 9.30 AM AND 5.30 PM ON OUR TOLL FREE NO. 18002544444.

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[You can update your preferences or unsubscribe](#)


 Email Marketing Powered by Mailchimp



# Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

## Email Ad Campaign:

### Email ID Campaign 2: Generating Leads Campaign



✓ No Maida ✓ No Trans Fat ✓ Made from 100% Natural Atta


Dear Food Enthusiasts,

Get ready for a mouthwatering journey with Sunfeast's exclusive newsletter! Indulge in the sheer delight of flavors, as we bring you a diverse range of delectable treats that will tantalize your taste buds. Discover the art of savoring crispy biscuits, luscious cookies, and more, meticulously crafted with premium ingredients. Stay updated with our latest product launches, exciting offers, and exclusive discounts. Join our growing community of foodies and explore the world of culinary delights. Don't miss the chance to be part of our exciting contests and win fabulous prizes!

Sign up now to unlock the taste of happiness with Sunfeast! Savor every moment, one bite at a time. Happy snacking! 🍪 🍪


[Sign Up](#)

[f](#) [i](#) [t](#)



Our mailing address is:  
FOR FEEDBACK/COMPLAINT, PLEASE WRITE TO ITC CARESAT P.O. BOX NO.592, BANGALORE-560005 OREMAIL US AT [itccares@itc.in](mailto:itccares@itc.in) ORCALL US ON ANY WORKING DAYBETWEEN 9.30 AM AND 5.30 PM ON OURTOLL FREE NO. 1800425444444.

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# Thank You



*Seeley's Bay*