

Pulse Candy Shines with Over 35 Awards in Less Than a Year!

Category: Business

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Pulse Candy, a leading hard-boiled candy brand from the DS Group, a multi-business corporation, and FMCG conglomerate, has been setting new benchmarks in the realm of creative marketing. In the fiscal year 2023-24, the brand launched a series of successful campaigns that grabbed the attention of both consumers and industry experts.



Award received by DS Group for Pulse Campaign

Pulse Candy, a leader in [India's](#) candy market, is celebrated for its irresistible appeal encapsulated by the tagline, '**Pran Jaaye Par Pulse Na Jaaye.**' In just 300 days, Pulse Candy has garnered over 35 awards, showcasing its relentless commitment to consumer-centric storytelling. The brand's TVC-led '**Courtroom and Jar**' campaign secured recognition at the Abbys South [Asia and Kyoorius Creative Awards](#), exemplifying its strategic brilliance and thematic depth. Additionally, the vibrant Pulse Ka Pandal campaign won at the ASSOCHAM Awards, while the Pulse of Compliments campaign [celebrated local heroes and earned accolades at the e4m Indian Content Marketing Awards](#). The visually stunning Pulse Candy Day campaign won at the Campaign India Digital Crest [Awards](#) and was recognized for excellence in influencer marketing at the Impact Digital Influencer Awards. The [innovative Pulse Mango Day campaign](#), featuring an AR filter, triumphed at the

Financial Express BrandWagon Ace Awards. Furthermore, the Pulse of the Sky campaign, which [set a new record](#) in kite flying, was celebrated in the Limca Book of Records 2024, highlighting Pulse's ability to create memorable and impactful marketing initiatives.

Commenting on these achievements, **Arvind Kumar, GM, Marketing, Confectionery, DS Group**, said, *"We take immense pride in Pulse Candys accomplishments in the past one year. The series of [victories highlights](#) our steadfast dedication to consumer-centric storytelling and ground-breaking marketing strategies. From our Courtroom and Jar campaign to the [innovative](#) Pulse of the Sky campaign, each initiative reflects our commitment to providing captivating and meaningful experiences for our consumers.*

Pulse Candy has been [leading the hard-boiled candy segment and has been a market](#) leader for the past eight years. Since its launch in 2015, Pulse Candy has revolutionized the category with its unique format, consistently [driving marketing efforts and providing memorable experiences](#) to consumers. Additionally, not just in creating unique marketing initiatives, Pulse has also been a pioneer in adopting emerging [technologies like Artificial Intelligence](#). The Pulse Ganesh Mahotsav campaign is a shining example, where Pulse Candy utilized AI for digital storytelling, highlighting the history of the Ganesh [festival](#). This campaign garnered global recognition, [winning Platinum Metals at the Vega Awards](#) and Viddy Awards.

These accolades are just a few highlights of Pulse Candys vibrant story, demonstrating how creativity and heartfelt connections consistently [captivate audiences](#). The future looks promising as Pulse Candy continues to embrace [innovative](#) storytelling and determination, poised to seize every opportunity that comes its way.

About DS Group

The DS Group (Dharampal Satyapal Group) is a Multi-Business Corporation and one of the [leading FMCG conglomerates with a strong Indian and International](#) presence. Founded in the year 1929, it is an inspiring and successful [business](#) story that blends a remarkable history and legacy with visionary growth. It has an extensive and diverse portfolio with presence in Mouth Freshener, Food and Beverage, Confectionery, Hospitality, Agri, Luxury Retail [businesses](#), and other investments. Rajnigandha, Catch, Pulse, FRU, Ksheer, Pass Pass, BABA, Tulsi, L'Opera, Le Marche, UnCafe, Birthright, Laderach, LuvIt, Chingles, The Manu Maharani, and Namah are some of the [leading brands](#), the Group proudly shelters today.

As a corporate, DS Group is guided by a clear set of values that are built on a [strong foundation of collective](#) good to give back to society and protect the planet. The DS Headquarters has been [awarded Leadership in Energy and Environmental Design](#) (LEED) Platinum certification, under the USGBC (US Green Building Council) existing building O&M (Operation and Maintenance) program version 4.0. The DS Headquarters has also [received LEED Zero Carbon Certification](#), by the USGBC.

For more details, log onto www.dsgroup.com.

