

CADBURY MISHTI SHERA SRISHTI, IN ASSOCIATION WITH THE TELEGRAPH AND ANANDBAZAR PATRIKA, BRINGS YOU THE BIG FAT WEDDING OF THE SEASON

The sweetest couple in town are getting married. And the entire city is invited! Yes, it's Mishti's wedding and guess who the groom is? Everyone's favourite, the chocolate-boy hero, Mr Cadbury!

Cadbury Mishti Shera Srishti, in association with *The Telegraph* and *Anandabazar Patrika*, is back with the promise of living happily ever after. The big fat wedding will see 19 sweet chains across Calcutta, Barasat, Howrah and Durgapur signing up to create signature sweets fusing Cadbury with *mishti*. Besides big names from last year like Ganguram and Balaram Mullick & Radharaman Mullick, this year will see more Cadbury *mishti* on offer from the likes of Bhikharam Chandmal and Kamdhenu Sweets to Rishra's Felu Modak.

Last year, Calcuttans voted for the best Cadbury *mishti* and celebrities like Parno Mitra, Abir Chatterjee, June, Rupam Islam, Parambrata Chattopadhyay campaigned for their favourites.

Of the nine chains that participated in the contest, Balaram Mullick & Radharaman Mullick walked away with the mega Cadbury Mishti Shera Srishti Award, given on the basis of both critics' choice and popular vote.

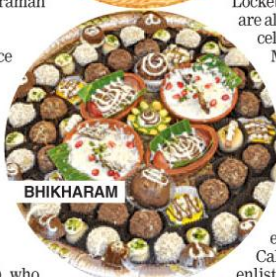
This wedding season, one can visit any participating *mishti* shop, taste the sweets and bless the couple — Mishti and Mr Cadbury — by dialling their unique toll-free number. A trip to Thailand and many other exciting weekly gifts are in store for those whose favourite *mishti* shop gets the most blessings. What's more, you may just be greeted by Bollywood stars (Mishti's relatives all!), who will visit different sweetshops on different days throughout the month. After all, as Mishti's Dadu Paran



GANGURAM



BALARAM



BHIKHARAM

Bandopadhyay said: "*Atithi appayane truti thaka onuchit* (There should be no flaw while entertaining the guests)."

Like every wedding, this will also have fun events on the side — a *mishti*-eating competition, a best-dressed couple contest, Chocolate Day celebrations, make-your-Cadbury-*mishti* contest and more — before culminating in a gala awards ceremony and *mishti* fair.

The Cadbury Mishti Wedding song has already gone viral on YouTube. Download the ABP AR app from the android market of Apple store and you can just point your phone or tab camera at the Cadbury Mishti Shera Srishti logo to be redirected to the video or even locate the nearest participating sweetshop. The song is also available as a caller tune.

Stars like Shaheb Bhattacherjee (Mishti's Dada) and Locket Chatterjee (Mishti's Kakima) are all geared up for the days of celebrations. "Bengalis love their Mishti and Cadbury equally.

When two sweet people close to your heart tie the knot it feels good. I am absolutely delighted to bless them," said Locket.

"I think there can be nothing better than a marriage between two people like Mishti and Cadbury. As Mishti's brother, I would like to invite all Calcuttans to come over to the enlisted sweetshops and bless the couple," said Shaheb.

Sibendu Das



BHIKHARAM CHANDMAL



STAR BITE: It was a *mishti-mukh* that Mishti's Dadu Paran Bandopadhyay couldn't afford to miss at the Kankurgachhi showroom of Bhikharam Chandmal on Wednesday evening. After all, it was a chance to get up close with Parno Mitra, a campaigner in the Cadbury Mishti Shera Srishti 2012, and this year's guest at Mishti's wedding.

"I was initially a bit sceptical about the marriage as the groom's complexion is a tad darker than our sweet Mishti. But now I feel this is the best *jodi*. It feels so nice to have Parno, another sweet lady, as my guest here," said Bandopadhyay. "The way Mishti is getting married to Cadbury reminds me of my childhood *putuler biye*. This time I can taste all the sweets across the sweetshops in town. I am so excited," said last year's winner Parno. Their favourite *mishti* for *mishti mukh*? Chocolate Coconut Mojak, a fusion of coconut flesh, chocolate and milkmaid.

TALK SHOP: "We are very happy to host Mishti's wedding. We have prepared more than 15 varieties of chocolate sweets. I hope people will bless the couple and make us winners," said manager Hazari Singh Rajpurohit.