

The logo for Drools is centered on the page. It features the word "drools" in a lowercase, rounded, blue font with a white outline and a red shadow effect. A registered trademark symbol (®) is located to the upper right of the letter 's'.

drools®

One of the country's fastest growing  
pet food brands.

Small businesses can also become big brands. In this case, even a brand that redefined an entire category. Being a brand & creative custodian at Drools, came with a linear objective, to establish credibility and authenticity while driving sales and promotions. First, came the mapping of competition and consumer mindsets, then evolving a positioning and conceptualising clutter-breaking innovations and imagery to lay the foundations of an unmistakable identity and architecture that is today well recognised across the country.

## Website:

The concept behind the innovative website was to harness the positioning of Well-Fed, Well-Bred. Thereby showcasing the charmed life of pet dogs and cats through the idea of “The House of Drools”. Each touchpoint leading to interaction and information, in what was a category first.

# Feed real. Feed clean.

ONLY REAL FISH. NO BY PRODUCTS

SHOP NOW

CONTACT US



Shop Woof!



Shop Meow!

Find the **best nutrition** for your pet.



DROOLS  
PUPPY STARTER  
DOG FOOD  
**₹723.00**  
SHOP NOW



DROOLS  
PUPPY STARTER  
DOG FOOD  
**₹723.00**  
SHOP NOW



DROOLS  
PUPPY STARTER  
DOG FOOD  
**₹723.00**  
SHOP NOW

## Real ingredients make **real difference.**

### What is it?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

### What makes it special?

- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore e fugiat nulla pariatur.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

INGREDIENTS: ONLY THE BEST FOR YOUR PET. +

HOW DOES IT BENEFIT YOUR PET +



# 36 years

of rich experience in  
animal nutrition.

At Drools, we focus on providing real nutrition to your pets, which is conveniently and readily available for pet parents.

A wholesome, balanced and delicious diet to give your pet the edge. Your pet's health and well-being depends on their nutritional intake, so it is very important that you choose the best quality food for your furry friend's specific dietary needs. Hence, DROOLS® have developed the perfect diet for your pet, after years of extensive research in the field of absorption, taste and digestibility.

We pay utmost attention to add high-quality ingredients to our nutritionally dense and bio-available products, which helps to maintain your pet's health and longevity.

We are focused on making the power of raw nutrition more available & convenient for pets everywhere.



We are focused on making the power of raw nutrition more available & convenient for pets everywhere.



Why feed by-products,  
when you can feed Real Nutrition

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



SHOP NOW





### Real Chicken

We use real chicken which is a clean combination of flesh and skin with or without bone. The other parts such as feathers, head, feet and entrails are strictly not used in our product.



### High palatability

A complete and balanced diet which delivers all the nutritional value to your canine. Formulated with a balanced ratio of protein and fat, it is highly palatable and encourages a healthy digestive system along with great taste which boosts your pet's appetite.



### Optimum nutrition

Contains Omega 3 & 6 fatty acids to maintain healthy skin and coat; all the essential vitamins, minerals and nutrients to promote joint health, better digestibility and help control tartar build-up.

## Mindful and deliberate in our choices!

ONLY 100% REAL CHICKEN. NO FILLERS. NO BY-PRODUCTS.

At Drools, your pet's wellbeing is our #1 priority. We believe the food that reaches your pet's bowl, should be nutritious, well balanced and tasty.

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All our products are specially formulated by experienced veterinarians and animal experts from USA.



We proudly stand behind our product. If you are not fully satisfied, please call us and we will help you with a product replacement.

## Everybody Drools.

Drools is the reason behind many happy & healthy pets. Scroll down to read why they love Drools.



### Avneet Kaur

I have been giving Drools Chicken and Egg Adult Food to my dog for the last three years and he definitely seems more active. Its convenient for a working pet parent like me and what's more, my dog gobbles up the entire meal! Thank you Drools, for keeping my furry baby happy and healthy!



### Kajal Sharma

My little Beagle, Toasty, has been on Drools Chicken and Egg Puppy Dog Food, for the last 1 year. Seeing her grow from a puppy into a healthy dog, and the clean ingredients which aren't available in other brands, reassures me that I have made the right choice for my pet.



### Megha Tiwari

I have been feeding Drools Focus Dog Food for over a year now to my dog, Zoe and have noticed a lot of difference. Her fur is much softer and she doesn't shed as much. The difference really shows!

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## Contact Us

Monday - Friday, 9 am - 5:30 pm | [drools@ibgroup.co.in](mailto:drools@ibgroup.co.in)  
**1800-270-3585 (Toll Free)**

Office: Drools Pet Food Private Limited ,436/2, IB Corporate House,  
Village Indamara, Post Pendri, Rajnandgaon, Chhattisgarh - 491441, India.



## Stay in the loop.

Be the first to know about new products, offers and promotions, events and more!

Name\*

Email Id\*

Message\*

SEND



## Stay in the loop.

Be the first to know about new products, offers and promotions, events and more!

Enter your Email Id

SIGN UP



READ  
ABOUT US  
→

SHOP  
PET FOOD  
→

TALK  
TO US  
→

#### QUICK LINKS

Contact Us  
Blog  
Ask For Free Samples

#### ABOUT

About Us  
Why drools  
Drools Team Members

#### SHOP WOOF

Dry Food  
Wet Food  
Prescription Diet  
Treat

#### SHOP MEOW

Dry Food  
Cat Litter

#### CONNECT WITH US

Drools Pet Food Private Limited  
436/2, IB Corporate House, Village Indamara,  
Post Pendri, Rajnandgaon, Chhattisgarh  
- 491441, India.

1800-270-3585  
Monday - Friday (9 am - 5.30 pm)  
drools@ibgroup.co.in

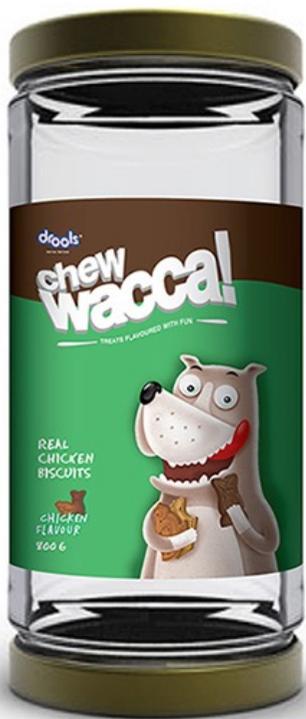
SITEMAP | PRIVACY POLICY | FIND A STORE

SHARE THE LOVE    

## Packaging:

As the brand consolidated its position as the country's 2<sup>nd</sup> fastest growing brand in the pet food category - we carefully measured adding to the product mix, without diluting the core nutritional proposition of the brand - with clutter breaking package styles using illustrations instead of pictures for the brand's supplementary product offerings such as biscuits, treats, and dental sticks.







With optimum calcium phosphorus ratio.



With optimum calcium phosphorus ratio.  
For healthy bones and stronger teeth.

**Supplement Facts**

EACH TABLET CONTAINS:

Elemental Calcium	675 mg
Elemental Phosphorus	525 mg
Elemental Magnesium	0.64 mg
Vitamin D3 9P	400 IU
Vitamin B12	20 mcg
Excipients	Q.S.

**Feeding Recommendations:**  
1 tablet per 10 kg body weight or as recommended by the veterinarian.

BEST BEFORE 24 MONTHS.



With optimum calcium phosphorus ratio.  
For healthy bones and stronger teeth.

**Supplement Facts**

Composition per 25ml:

Calcium	400 mg
Phosphorus	300 mg
Vitamin D3	1600 IU
Vitamin B12	20 mcg
Excipients	Q.S.

**FEEDING RECOMMENDATIONS:**  
1ml or 1 teaspoon full per 10 kg body weight or as recommended by the veterinarian.  
Max recommended quantity in regular feed, one week and feed.  
BEST BEFORE 24 MONTHS.

**Shake**  
Always in  
the bottle  
and shake  
well before  
use.  
For use in  
canned  
canned  
canned  
canned.



**Shake well before use**  
**JANEL FEED SUPPLEMENT**  
For medicinal use, use by human  
and animals. Store in a cool and dry place  
in its original container.  
For use in  
canned  
canned  
canned  
canned.

1315562890



## Communication:

Drools as a brand, has always looked to identify with, and inspire the mindset of pet parents, vendors and distributors. It is this thought that led to creating a much more visually driven orientation for press ads, in-store collaterals and POS communication. More shelf space for the brand. More shelf life for the message.

UNLEASHING DROOLS.  
(FOR TOUGH DOGS.)



A wholesome, balanced and tasty diet to give your pet the edge.

**drools**  
Nutritionally Yours!

UNLEASHING DROOLS.  
(FOR TOP DOGS.)



A wholesome, balanced and tasty diet to give your pet the edge.

**drools**  
Nutritionally Yours!

UNLEASHING DROOLS.  
(FOR COOL CATS.)



A wholesome, balanced and tasty diet to give your pet the edge.

**drools**  
Nutritionally Yours!

drools

An appointment with better oral care.

Introducing

**DR. DENT**

TASTY TREATS FOR YOUR PET.



FRESH BREATH | STRONGER GUMS | REDUCED TARTAR BUILD UP

drools

Oral care sticks for your pet.

Just what the doctor ordered.

Introducing

**DR. DENT** 

Tasty oral care sticks for improved oral hygiene.

FRESH BREATH | STRONGER GUMS | REDUCED TARTAR BUILD UP

Available in 35g, 150g & 400g packs



Everybody Drools® here.

Visit Stall No.169 to know why.





THE BEST WAY TO HARNESS PERFORMANCE, NUTRITION & GROWTH,

DROOLS™ EXTRUDED HORSE FEED



EXTRUDED HORSE FEED

A horse's digestive system is used to working with a small but steady flow of food that doesn't change much from day to day. Drools™ Extruded Horse Feed is a premium range that helps to improve the health and body score of your horse. A scientific formula designed for all breeds of horses, at different physiological stages in their growth and development – it helps regulate digestion, offers the right dose of nutrition and maximizes performance along the way. To know more, call xxxxxxxx.

Available in 20kg packs for: **Ultim performance** | **Stallions at work** | **Optimum growth** | **Broodmares** | **Lactating mares**



## LOOKING FOR THE BEST HORSE FEED?

HAND OVER THE REINS TO DROOLS™.

A horse's digestive system is used to working with a small but steady flow of food that doesn't change much from day to day. Drools™ Extruded Horse Feed is a premium range that helps to improve the health and body score of your horse. A scientific formula designed for all breeds of horses, at different physiological stages in their growth and development – it helps regulate digestion, offers the right dose of nutrition and maximizes performance along the way. To know more, call xxxxxxxx.

Available in 20kg packs for: **Ultim performance** | **Stallions at work** | **Optimum growth** | **Broodmares** | **Lactating mares**



EXTRUDED HORSE FEED



As is the case with human beings, even dogs feel the effects of aging. At first, the changes may be subtle, greying, stiffness of joints and reduced hearing but often, the skin condition, appetite and energy levels all begin to deteriorate. At this stage, there is a shift in the kind of care to be provided, and just as importantly, the dietary requirements that must be met.

You'll also notice that as slowing down, dogs prefer to spend a lot of their time under indoor conditions. As a result, they generally get less opportunity for exercise and are therefore prone to weight gain, which in turn leads to joint problems, and increased incidences of cardiac and renal problems.

## GIVE YOUR PET THE EDGE

At Drools, we realise the importance of your pet's health and well being. That's why we take utmost care to ensure we provide not only the best, but right food for their specialised needs.

Drools premium pet food is easily digestible, and is adaptable as per the age and size of the dog. The quality of the specially selected ingredients used, contain all the essential nutritional elements that provide a complete and balanced diet for your dog. The food contains the highest quality of protein. It is the result of comprehensive scientific research by vets and nutritionists. The products are manufactured with utmost care at the largest and most modern plant in Asia.

### A short life span can still mean a long life.

Average pet lifespan varies between dogs, cats and birds. It's important to know when your pet becomes a senior so as to make appropriate changes in diet, exercise routines and health checkups to ensure a long, healthy life for your pet.

Small breed	Medium breed	Large breed	Cats
			
<b>AVERAGE LIFE SPAN (in years):</b>			
15-18	12-14	10-12	15-18
<b>SENIOR AGE (in years):</b>			
7+	7+	5+	7+

## OLDER DOGS HAVE SPECIAL NEEDS. A HEALTHY DIET IS ONE OF THEM.

Drools Senior Lite formula is scientifically designed to meet the needs of older dogs, resulting in maintaining optimum weight, joint health, a strong immune system & a healthy digestive tract.



FEATURES	BENEFITS
L-Carnitine	Weight control
Moderate energy content & High quality protein	Maintenance of optimum body condition
Adequate level of Omega 3 and Fatty Acids	Superior skin conditioning
Higher antioxidants: Vitamin E, C, Beta Carotene, Probiotics and Lactin.	Strengthens immunity
Probiotics, Prebiotics & high quality ingredients	Eases digestion
Glucosamine and chondroitin sulphate	Healthy joints
Taurine	Healthier heart and better vision

### DROOLS SENIOR LITE. ALSO SUITABLE FOR ADULTS.

Drools Senior Lite offers a unique 2 in 1, balanced formula suited to adult dogs, especially those with a tendency to gain weight. These include:

- Dogs living indoors with little opportunity for exercise
- sterilised or neutered pets.
- Breeds like Labrador that gain weight easily and are thereby prone to joint, cardiac and renal problems.



### A FEW TIPS THAT NEVER GROW OLD.

Ensure a health check at the vet, every 6 months.

Avoid any sudden changes in diet, routine or environment.

Feed only the recommended quantity and adjust the same according to body conditions.

Feed two or three times a day rather than a single large meal.

A moderate level of regular exercise every day is a must.

Pay special attention to the care of teeth and gums.

### DROOLS SENIOR LITE FEEDING CHART:

Each serving contains 27% Protein & 12% Fat.

BREED SIZE	RECOMMENDED QUANTITY
Small breed 1-10 kgs	45 - 180 gms/ day
Medium breed 10 - 25 kgs	150 - 200 gms/ day
Large breed 25 - 45 kgs	300 - 450 gms/ day
Large breed 45 - 80 kgs	450 - 700 gms/ day

DROOLS Senior Lite is available in a 2kg pack with selected breeds, and clinics and pet stores.

To know more, email us at [drools@bgroup.co.in](mailto:drools@bgroup.co.in).

## INTRODUCING DROOLS

# SENIOR LITE

★ AN ALL NEW ★

## FORMULA FOR OLD DOGS

• Will feed. Will breed. •



## TVC/Digital:

Juxtaposing perception is one thing. However, when a brand remains patient, consistent and clutter-breaking, it ends up capturing imagination and some celebrity attention too. Here is a teaser of something recently worked on as an independent creative director for the brand long post our initial association - a film with Kareena Kapoor. Ironically, she wasn't the biggest star on set.



### Drools Ft. Kareena Kapoor

An ad written for the brand featuring the powerhouse talent that is Kareena Kapoor. View it here:

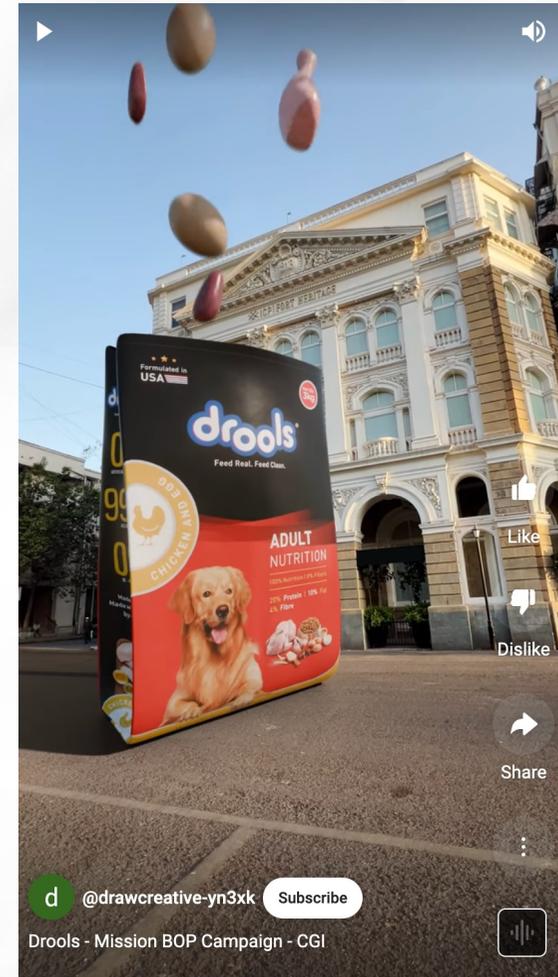
<https://www.youtube.com/watch?v=P9muUhnItSE>



### Drools Ft. Kareena Kapoor

An animated website, designed, conceptualised and created for the brand to depict the "House of Drools" where all pets live a great life, thanks primarily to amazing nutrition. Each touchpoint in the house was created to be an informational touchpoint. View it here:

<https://www.youtube.com/watch?v=cYSY6TjE3L0>



### Drools - Mission BOP Campaign – CGI

Riding the wave on Social Media, Drools decided to make a telling impact with their package landing from the sky, and establishing that they carry with it, only the cleanest and freshest ingredients. View it here:

<https://www.youtube.com/shorts/ntNXNbJUc1k>



### Drools 100% Real & Wholesome Ingredients

Shooting on location is always an exciting setup. This one is where we created a little ad at a pet store. When two pet parents compare notes and realise there's only one winner when it comes down to a battle of the ingredients. View it here:

<https://www.youtube.com/watch?v=ldJYcO4pdbo>



### Drools - Adult Wet Gravy

Checking in with an expert to discover the whole truth about the importance of healthy ingredients. And feeding your pet right. View it here:

[https://www.youtube.com/watch?v=\\_cPZHT\\_zZMI](https://www.youtube.com/watch?v=_cPZHT_zZMI)



### Drools BOP Campaign – CGI

We created a CGI render of Drools Packs taking over the city, while carrying only the freshest, most real ingredients. Needless to say, its social media impact sparked a fun creative direction for the brand to keep exploring. View it here:

<https://www.youtube.com/shorts/jKBzUouiU9I>



### **Drools Dry Cat Food A perfectly nutritious meal for your kitty**

There's no better way to vet quality ingredients, and a nutritious meal for your cat than by checking with a certified expert. Here's when we shot a little ad that got host pet parents purring into action. View it here:

<https://www.youtube.com/watch?v=AgaOkGEDlvo>



### **Drools Daily Nutrition 100% Real Nutrition**

There's no better way to get to know the product better, than by asking a pet parent to spill the beans, or in this case, the kibbles. View it here:

<https://www.youtube.com/watch?v=CqGMjBGhZ00>



### **Let's celebrate Diwali Dil Se sab ke saath with Drools**

A Diwali film that left our hearts full. It was one that celebrated and heralded the bond between our furry friends and us. Where a little child's heartfelt desire was most felt by his pet who made sure his family's Diwali will be full of love and light. View it here:

<https://www.youtube.com/watch?v=wwrfipx8SQ>