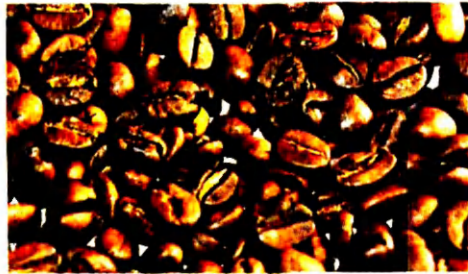


Coffee on Facebook



Bru exotica has launched its café online. Using the ubiquitous Facebook, Bru has created a page that will play host to the Bru online café where you can order coffee from one of the three exotic origins offered under Bru Exotica — Columbia, Kilimanjaro and Brazil. Once ordered on the Facebook page, a steaming hot cup of delicious Bru Exotica will be hand-delivered to you free of cost. What's more, the coffee will bring with it all the fanfare of the country of origin — say, the Brazilian coffee will come with the experience of the Brazilian carnival. The Facebook Café will only deliver to specific localities within Mumbai, Delhi or

Bangalore on specific dates. Arun Srinivas, General Manager, Beverages, says, "With the virtual café we bring exciting coffees from exotic origins across the world to the consumer's doorstep — what they want, when they want it and in the way they want it." To promote the concept, an interesting activity has been organised. Coffee lovers would need to go to www.facebook.com/bruindia, click like, access the café, fill in their details, answer a simple question. The winners of the ten best answers will be delivered coffee at their doorstep.

The activity will take place in Delhi and Noida on September 28, 29, 30 and October 5.