

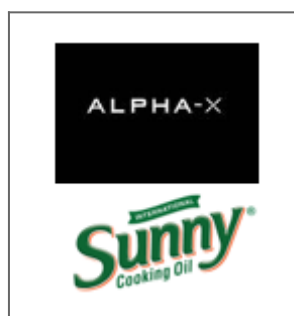
Sunny Cooking Oil Film Celebrates the Mother-child Bond and Festive Togetherness this Ganesh Chaturthi

Category: Business

written by News Mall | August 26, 2025



International Sunny Cooking Oil has launched a moving Ganesh Chaturthi film that pays tribute to the many ways India welcomes **Bappa** home. Titled “**Letter to Bappa**,” the three-minute film unfolds through the journey of a young girl traveling from city to village, experiencing the blissful emotions of Ganesh Chaturthi celebrations.



Sunny Cooking Oil – Conceptualized by AlphaX

The narrative culminates in the child writing a heartfelt note to **Bappa**. This letter becomes the emotional anchor, embodying how every family, in its own way, expresses devotion and love. The film seamlessly ties back to Sunny Oil’s proposition of Life Aapki, Recipe Aapki., highlighting how every celebration comes alive around the joy of food. From family feasts to festive spreads, Sunny becomes part of the shared tables where

moments turn into memories, adding its touch of taste and care to Ganesh Chaturthi celebrations.

Milind Pingle, CEO – Consumer Products Division at Frigorifico Allana Pvt. Ltd., the makers of Sunny Oil, said, *“Ganesh Chaturthi is a festival that brings families together, and food is at the centre of every celebration. With our film, we wanted to capture that spirit – the laughter, the togetherness, and the joy of sharing a meal. At Sunny, we believe great taste and good health go hand in hand, and this film is our way of celebrating that harmony during the festive season.”*

Dorothy Rebello, Co-founder, AlphaX, added, *“This film is personal, inspired by moments with my daughter during Ganesh Chaturthi. The way children see Bappa with wonder and unfiltered love became the heart of the story. We wanted to capture that honesty so the film feels human, relatable, and rooted in everyday celebrations.”*

International Sunny Cooking Oil is an integral part of any festive celebration from fond memories of preparing modaks to nostalgic festive recipes or creating fond memories and family bonds over meals. The film shows how the brand belongs at the heart of everyday life and celebrations, closing on its enduring promise of Life Aapki, Recipe Aapki.

Celebrate Ganesh Chaturthi With Sunny Cooking Oil

To know more view the campaign here: [Celebrate Ganesh Chaturthi With Sunny Cooking Oil](#)

Credits:

Sunny Oil

Milind Pingle, CEO-Consumer Products

Sayantan Bose, GM-Marketing

Manish Rohra, AGM-Marketing

Payal Vartak, Brand Manager

Alpha X Communications

Dorothy Rebello & Aditya Patil – Co-founders

Mud & Joy films

Ruchira Janwalikar & Waris Thakur – Executive Producers

Ishan Singh – Director

About International Sunny Cooking Oil

International Sunny Cooking Oil is the flagship brand of Frigorifico Allana Pvt. Ltd. (FAL), the Consumer Products Division of the reputed Mumbai-based Allana Group. Established in 1865, the Allana Group, is acknowledged as India's leading manufacturer and exporter of high-quality processed Food products, with a legacy of excellence spanning several decades. The Ministry of Commerce, Government of India has recognized our Group as a **"Five Star Export House"**. The Group's commitment to innovation, quality, and customer satisfaction has made it a trusted name in the industry.

Frigorifico Allana Pvt. Ltd. (FAL) has state-of-the-art manufacturing plant in Khopoli (near Mumbai) with in-house R&D facility for developing and manufacturing Oils & Fats of international quality standards. Sunny Oil, from the house of FAL, has multiple SKU offerings in the most preferred edible oil categories of Sunflower, Soyabean and Groundnut Oil. Sunny Oil enables the modern-day mothers to provide their children a balanced proportion of essential micronutrients with every meal, 3 times a day, making them strong from within. Since inception, sustained brand building initiatives and distribution efforts have strengthened the brand's position to be among the top 5 brands in the Refined Oil Consumer Packs category in Maharashtra.

