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Pepsico to strengthen snacks portfolio; UK to taste Kurkure

As Lays and Kurkure are already established in the Indian snacks market, Pepsico India's FritoLay is working on strengthening its other brands Cheetos and Lehar Namkeen through portfolio expansion and new variant launches. "We have already started manufacturing Kurkure in Pakistan, while its on the testing stage in the UK and US. It will be definitely launched in the UK next year followed by the US," Pepsico India Holdings FritoLay Division marketing director Deepika Warriertold.