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Frito-Lay to cash in on Diwali gifting



Redefining Tradition

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NEW DELHI

BUOYED by festive gifting, which is likely to catch up by Diwali, soft drinks major PepsiCo's snack-food arm, Frito-Lay India, is introducing affordable gift packages aiming high double digit sales growth. "Usually, during September-October there is a lot of momentum in our sales. The sentiment is going up and in our category, there is buoyancy in the market and we expect a high double digit growth (in sales)," PepsiCo India (Frito-Lay division) marketing director Deepika Warriar told reporters without elaborating details.

She said in order to cash in on the festive season gifting, the company has introduced affordable gifting packs for its snack 'Kurkure' priced between Rs 51 and Rs 151, which can also be purchased online.

Warriar said as gifting during Diwali is prevalent mostly in North India, the company has focused on the markets in the region although the new gift packs would be available in modern trade across the country.

Conscious of the fact that sweets are the preferred items for Diwali gifting the company has also come up with new TV commercials featuring brand ambassador Bollywood actor Juhi Chawla, so that the salty snack can make inroads into the customer's mindset.

"The whole idea is convey that there is an overdose of sweets and it is time for something different and that is why we have chosen our tagline 'Muh Kurkure Karo'," Warriar said.