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## FritoLay focusing on healthy foods

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Even while FritoLay expands its production facility by a third of its current capacity over the next 18 months, its innovations are catching on. The decision of the maker of Lays and Kurkure to use rice bran oil, which reduces saturated fats by 40 per cent, is in line with

its efforts to move towards healthier foods and is finding inspiration in international markets.

According to Mr Gautham Mukkavilli, Managing Director, FritoLay India, other Frito markets are looking at the possibility of adopting the oil which is more nutritious. The usage of the oil was first undertaken here.

This is part of the three-plank approach of the company which includes improving core products as well as introducing good products such as the Quaker Oats brand. (The other two include environmental sustainability and talent sustainability initiatives). Like in the case of Kurkure, FritoLay has also introduced fla-

vours such as *kesar* that will find a local appeal. According to the company, sales of the oats-based brand have doubled. On the marketing front, Mr Mukkavilli's team has decided to reposition Kurkure and sell it to a larger audience.

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