



FritoLays flavours its way for double-digit growth

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Even as the strong global sales of PepsiCo's snacks and drinks helped its profit go up by 26 per cent, its Indian arm also expects a double-digit growth this year, a senior company official said on Tuesday.

"We (FritoLay India) expect a double-digit growth this year. We have already test-marketed some new flavours this season and the products are getting a good response. The products have already hit the market," PepsiCo India director marketing (FritoLay India) Deepika Warriar said.

The company launched its four new flavours — Mastana Mango, Tangy Twist, Hip Hop Honet and Chilly and Cheesy Mexicana.

The flavours are the result of a 10-month long campaign carried out by PepsiCo in which it had

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sought ideas from the common man. The firm got 1.3 million ideas from across the country of which it shortlisted four participants, who bagged a Rs 5 lakh cash prize for their 'delicious' ideas, she said.

However, the company would be choosing the best flavour among the four that will be piloted for the next two months, and the winner

would get a prize money of Rs 50 lakh and one per cent royalty of the sales revenue.

FritoLay India is one of the market leaders in the Indian snack foods segment and has other brands like Cheetos (potato wafers), Quaker Oats and Aliva low fat baked biscuits.

The Lays potato chips, however, dominate with 80 per cent of the total volumes, Warriar said, adding the flavours are typical of the Indian market and taste and the company expects a good sales from the new products.

FritoLay's global sales rose this year with growth coming mainly from India and China. Warriar said the company also plans to enter into new food segments and launch more products this year. She, however, declined to divulge any figures of investments or revenue it expects from the Indian market.