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New Indian Express - Espresso

Frito Lay launches new campaign



KURKURE, India's popular snack brand from Frito Lay India, unveiled its latest consumer campaign "Kurkure Spend Time with Family" which encourages people to spend time with their family.

The four month long campaign will invite consumers to send their fun ideas on spending time with their family to win exciting prizes. Consumers will win prizes every day while the best entry of the day will win a family trip to Disneyland (Hong Kong). One lucky consumer will win a mega prize- a house worth ₹ One crore.

"The campaign is an initiative to sensitize people on the importance of family togetherness and reward them for their ideas," said

Vidur Vyas, head, marketing, Pepsi-Foods.

"We are living in times when people are spending very little time with their families. Doing that and being rewarded for it is typical Kurkure — full of fun, masti and all about families" said bollywood star and brand ambassador Juhi Chawla.

The consumer ideas will be judged by panel of celebrity judges like Juhi Chawla, Ragani Khanna, lead actor of *Sasural Genda Phool*, Ragani Khanna and Jaspal Bhatti.

Consumers can submit their ideas on www.kurkure.co.in or call/sms their ideas to 092-123-01234.

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