

News monitored for: Frito Lay - Brands

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Kurkure bets on small packs to drive demand

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PEPSICO'S snack foods division FritoLay India is betting big on new packaging solutions and markets, including international destinations, to boost sales of its 11-year-old home grown brand Kurkure. The market leader in the salted snacks category will launch a new family pack of Kurkure with zip lock this November to drive in-home consumption. FritoLay is also planning to aggressively market a nano Kurkure pack priced at Rs 3 to gain a wider consumer base.

Vidur Vyas, executive VP (Indian Snacks) of FritoLay India said, "There is a strong possibility of launching Kurkure in several western and neighbouring countries in a year. Many countries have shown interest in marketing Kurkure. However, the brand quotient and the name would remain the same across international markets." Vyas declined to divulge details on the company's international plans.

He said, "We will be aggressively marketing the Rs 3 Kurkure pack besides launching a family pack that could be priced at Rs 35." Vyas declined to share the market share of Kurkure in the Rs 10,000-crore biscuits and salted snacks market.

The company will also launch a smaller pack of its low-fat baked crackers — Aliva next month. The new pack will be priced at Rs 5. Aliva, positioned as a health and wellness snack brand, was introduced last year.



Sweet & salty

■ Kurkure will be available in a smaller pack of Rs 3 and family pack of Rs 35

■ FritoLay will also launch Leher Namkeen in Rs 2 pack and Aliva in Rs 5 pack

FritoLay also plans to roll out Leher Namkeen in Rs 2 pack across India.

Meanwhile, the snacks major, is working on a state-wise marketing strategy to re-introduce Uncle Chips in a new avatar. The brand will be tweaked to suit the needs of local markets. Uncle Chips was acquired from Amrit Agro in 2000.

FritoLay India produces its snacks at three plants — Channo (Punjab), Pune (Maharashtra) and Sankrail (West Bengal). It procures about 75,000 tonne of potatoes per annum from contract farmers. The company currently engages 12,000 contract farmers in Madhya Pradesh, Uttar Pradesh, West Bengal, Jharkhand, Uttarakhand and Punjab. In addition, the company procures about 70,000 tonne of potatoes from independent farmers.

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