

News monitored for: Frito Lay - Brands

THE HINDU Business Line



Family time! Mr Vidur Vyas, Head of Marketing – Pepsi Foods, and actor Ragini Khanna launching the new consumer campaign of Kurkure - snack brand from Frito Lay India in Hyderabad on Friday. — P.V. Sivakumar

New marketing plan for Kurkure

Hyderabad, Aug. 20

Frito Lay India today unveiled a new campaign here that makes family central to its marketing plan for its “Kurkure” snack range. It has quite a few products in the pipeline. The first of the block will be “Desi Beats,” a corn snack next month. This will be followed by more variants in its Aliva range and a differently packaged Kurkure product. Mr Vidur Vyas, Head of Marketing, Pepsi-Foods, said ‘Kurkure Spend Time with the Family programme’ was the company’s biggest initiative, which encourages families to buy their products and be part of contests. Bollywood actors Juhi Chawla and Ragini Khanna, lead actor in *Sasural Genda Phool*, and Jaspal Bhatti will judge the “teda” fun ideas during the campaign. — **Our Bureau**