

News monitored for: Frito Lay - Corporate

Afternoon Despatch & Courier

Spend time with family, win a house!

BY A STAFF REPORTER

Give an idea of how one can spend time with their family, and you can win a house worth Rs.1 crore. This is the part of the new campaign started by snack brand Kurkure, asking workaholic Mumbaikars to spend some quality time with their family.

The Kurkure team unveiled its campaign - *Kurkure Spend Time with Family* which encourages people to spend time with their family. Present at the event were TV actor Ragini Khanna. Interestingly, actor Juhi Chawla, Kurkure's brand ambassador was conspicuous by her absence.

The four-month long campaign will invite consumers to send their ideas on spending time with their family to win exciting prizes on a daily basis. The best entry of the day will win a family trip to Disneyland (Hong Kong) and one lucky winner, the mega prize - a house.



Vidur Vyas and actor Ragini Khanna at the launch of the campaign.

"Indian culture is deeply rooted in family values and the brand with its unique blend of Indian

spices and everyday kitchen ingredients has always been about Indian families. The campaign is an

initiative to sensitize people on the importance of family togetherness and reward them for their ideas," said Vidur Vyas, Head of Marketing of Pepsi-Foods at launch of the campaign.

"We are living in times, where people are hardly spending time with their families. Doing that and being rewarded for it is typical Kurkure - full of fun, *masti* and all about families," said Ragini.

The ideas will be judged by a panel of eminent celebrity judges who are popular in every household across India.

While Juhi, Ragini, and the inimitable Jaspal Bhatti will be judging the *tedha* fun ideas.

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

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