

Frito-Lay India Ropes In Consumers For New Potato Chips Flavour

FW BUREAU

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PepsiCo India's Frito-Lay division today launched a new campaign to develop its next potato chip flavour asking Indian consumers to suggest ideas for the same, which can win one of them a prize of Rs 50 lakh along with one per cent revenue from the sales of the selected flavour.

The campaign "Give us your delicious flavour" will give an opportunity to the consumers to co-create a flavour with the company and win the prize.

"Considering the diversity of tastes in our country, the cam-

campaign will be exciting for Indians to express their tastes and choices," PepsiCo India (Frito-Lay Division) Vice-President (Marketing) Ruchira Jaitly told reporters here today.

Consumers will have to send their entries between November 2009 to January 2010 and four winning flavours will be selected by a panel of judges, thereafter.

The selected flavours would be rolled out in the market and one out of them will be chosen as the winner in the final phase. Frito-Lay India has a wide range of potato chips flavours like masala masti, Spanish Tomato tango, etc. ◆