

Festive munch

THIS festive season, Kurkure, the uber popular snack is urging everyone to 'Muh Kurkure Karo'. Frito-Lay India, PepsiCo's snack food arm in the country, has launched a new range of packs of Kurkure especially for the festival season, to be backed by an all-new multi-media campaign. Priced between Rs 51 and Rs 151, for packs at various grammages between 214 gms and 634 gms the Kurkure gift packs would be available in all premium retail outlets. In addition, Kurkure gift boxes can be purchased online for the first time this festive season. To support the new launches, Frito-Lay is set to introduce two new TV commercials as part of its multi-media campaign titles 'Muh Kurkure Karo'.

