

Frito-Lay India plans

Buoyed by festive gifting, which is likely to catch up by Diwali, soft drinks major PepsiCo's snack-food arm, Frito-Lay India, is introducing affordable gift packages aiming high double-digit sales growth. "Usually, during September-October there is a lot of momentum in our sales. The sentiment is going up and in our category, there is buoyancy in the market and we expect a high Double-digit growth (in sales)," PepsiCo India (Frito-Lay division) marketing director Deepika Warriar said.