

Business Standard

Frito-Lay India to cash in on Diwali

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. PepsiCo India (Frito-Lay division) Marketing Director Deepika Warriar said in order to cash in on the festive season gifting, the company has introduced affordable gifting packs for its snack 'Kurkure' priced between Rs 51 and Rs 151, which can also be purchased online.

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