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Frito-Lay wants more stars

PUNE: Pepsico's snacks division Frito-Lay is looking to expand its brand ambassador portfolio. The company is in discussion with a Bollywood filmstar to endorse its newly-launched biscuit brand Aliva, a company official said. Fritolay currently has actors Saif Ali Khan, Juhi Chawla and Kareena Kapoor endorsing its Lays, Kurkure and Desi Beats brands, respectively.