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FritoLay wants to make Bengal largest unit

FE Bureau

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PEPSICO'S snack division, FritoLay, which has three manufacturing units in Maharashtra, West Bengal and Punjab, plans to turn the West Bengal unit into the largest one by 2011.

"We can go up to 50,000 tonnes per annum from the present 20,000-25,000 tonnes in our West Bengal unit depending on how the market grows," said Animesh Banerjee, VP, operations, Pepsico India Holdings (FritoLay Division).

The West Bengal unit at Sankrail food park is spread over 10 acres and manufactures Lays and Kurkure. "We have acquired four acres more and have added to our existing 10 acres a few months back from WBIDC (West Bengal Industrial Development Corporation). We will use this to expand the unit," Banerjee said during the launch of FritoLay's



Vidur Vyas, executive vice-president, marketing of Frito-Lay India, at the launch of Aliva cracker in Kolkata on Monday.

DILIP DUTTA

new snack, Aliva, in the city on Monday. Aliva is a cereal-based product priced at Rs 12.

Currently, Pune is the largest manufacturing unit in the country.

FritoLay also has plans to increase the number of contract farmers all over India from the current 10,000 to

25,000 in three years. "The contract farmers use our farming technology and they are given proper training by us to handle it," he said.

In Bengal, the company has contract farmers in the districts of Burdwan, Hooghly, Howrah, Bankura and Midnapore.