



FRITO-LAY EYES FESTIVE SALES

Buoyed by festive gifting, 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," Deepika Warriar, marketing director (Frito-lay division) said.