

News monitored for: Pepsi - Brands

Business Line

PepsiCo expands Kurkure range

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PepsiCo is expanding the portfolio of its popular 'Kurkure' range with an aim to stay ahead of competition. The company, which competes with the likes of ITC and Haldirams in the salty snacks segment, has added two new offerings – Kurkure Puffcorn and Kurkure Monster Paws, in addition to the existing range of five flavours. "These introductions will help PepsiCo ensure that it grows ahead of the category and are in line with its strategy of remaining at the forefront of product innovation," PepsiCo India Foods Indian Snacks Director Nalin Sood told *PTI*. He said the company is also looking to increase consumer loyalty with Kurkure through the latest offerings, which have been launched nationally. Both the products have been developed in India. Commenting on the marketing plans for the newly launched products, Sood said, "The launch would be supported by a 360 degree communication plan across digital, television and on ground engagement." PepsiCo sells Pepsi, Mirinda, Slice and snacks brands like Uncle Chips, Lays and Cheetos. – **PTI**