



IT "LAYS" DOWN MORE MAGIC

WHEN customer engagement meets innovation, it yields flavours, which the Indian taste palate can reckon with. Frito Lay, one of the leading potato chips brand and claiming to number one brand in India, has come up with yet another innovative gimmick.

Moving away from delivering new flavours to the Indian consumers, Lay's decided this time, to have the consumer put forth their culinary skills and come up with a flavour that could be packaged and sold across retail counters. The top four flavours

and their creators have each received a cheque of Rs 5 lakh for a concept that was most out-of-the-box. Thus was created Cheesy Mexicana, Tanga Twist, Mastana Mango and Hip Hop Honey and Chilly, by their creators, Mansi Jain, Dr Shipra Samanta, Sagar Devruhkar and Shouvik Mukherjee, respectively.

"The judgment was made keeping a few parameters in mind. Since it is extremely difficult to choose four out of 1.35 million entries, we looked at a highly differentiated concept regarding the flavour and the slo-

gan," said Dr TSR Murali, director at the Research and Development wing, Lay's.

It doesn't end there. The flavour that the country votes for, will remain the last one standing, with the mind behind the same bagging a cheque for Rs 50 lakh along with a one percent share in the sales revenue.

After four months, 1.35 million entries, much brainstorming by a panel of elite judges and toying with flavours here and there, Lay's has made sure yet again, that "No one can eat just one."