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Kurkure launches 3 more flavours

Kurkure has launched three new flavours, based on the insight that Indians love giving 'desi' twists to international tastes. The new flavours are Punjabi Pizza, Andhra Bangkok Curry and Rajasthani Manchurian. The new campaign will have three TVCs that involve family members tasting or getting others to taste the three flavors – but no one can decide which taste is dominant – Indian OR International. Parineeti Chopra (*Bahu* Remix) and Farida Jalal (*Social Butterfly*)

offer Punjabi Pizza to the arrogant NRI guest Omi Vaidya who soon gets nostalgic about the taste of home – only trouble is he's not sure if its Italy or Punjab! Andhra Bangkok Curry reminds Ramyakrishnan (*Perfect Bhabhi*) of Andhra's cuisine but Boman Irani (*Chupa Rustam*) has a lot of explaining to do once he blurts out that it reminds

him of Bangkok!