

MidDay - HITLIST

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## Kurkure offers the best



The Kurkure family plans a party

**KURKURE** launches yet another exciting campaign introducing its first ever extra large super saver pack. It is being introduced with a quintessential 'Kurkure twist' and takes forward the new creative strategy of the Kurkure 'Tedha Hai Par Mera Hai family' introduced last month. The ad-film starring the new quirky family is shown planning a 'small Indian family party' with this new pack. The campaign will be supported by a 360-degree marketing plan including print, radio activation and digital media engagement.