

Kurkure adds new tedha twists to its portfolio

Agencies

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Kurkure, India's most popular namkeen brand from PepsiCo India's foods portfolio, has launched two new fun offerings - Kurkure Puffcorn and Kurkure Monster Paws. The brand takes pride in using trusted ingredients found in Indian kitchens to offer innovative products to its consumers.

After the immense success of its 'Ingredients of India' limited edition range made with dal last year, these new anytime snacks are Kurkure's latest 'tedha' take on snacking.

Kurkure Puffcorn uses corn as the main ingredient and is available in two irresistible flavours - Yummy Cheese and Mad Masala. The snack promises a delicious crunch in every bite before melting in the mouth. Monster Paws on the other hand takes Kurkure's promise of 'tedha' fun to the next level with its unique shape.

It is also available in two fla-



vors - Mad Masala and Funky Tomato and every bite guarantees an explosion of zesty flavor in the mouth.

Nalin Sood, Director, Indian Snacks, PepsiCo India Foods said, "Kurkure is known for its great tasting and fun offerings and with this new launch, we are adding delight to the consumers' snack basket."

Puffcorn and Monster Paws, bring Kurkure's signature 'tedha' twist to snacking, resulting in crunchy and enjoyable treats for our consumers. We are confident that they will appreciate the innovative range".

Kurkure's new and existing range is an exciting mix of regional and topical flavours with ingredients like rice and corn.

This new fun range will add playfulness and excitement for those who constantly look out for newer and distinctive taste experiences.

Now available nationally, Kurkure's Puffcorn and Monster Paws are available in 18g and 38g packs, priced at Rs. 5 and Rs. 10 respectively.