

News monitored for: Frito Lay - Brands

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Kurkure campaign

Kurkure, India's most popular and fun loving family snack brand from Frito Lay India, unveiled its latest consumer campaign "Kurkure Spend Time with Family" which encourages people to spend time with their family. The four-month long campaign will invite consumers to send their fun ideas on spending time with their family to win exciting prizes. Consumers will win prizes every day, the best entry of the day will win a family trip to Disneyland (Hong Kong) and one lucky consumer will win a mega prize- a house worth Rs 1 crore.