

News monitored for: Frito Lay - Brands

# Business Standard

## Kurkure in family pack

**Hyderabad:** Frito-Lay, the snack food division of PepsiCo India, is planning to come out with two new Kurkure Desi Beats flavours, and a large Kurkure family pack, by this November, Vidur Vyas, executive vice president (marketing), Frito Lay India, said launching

the company's new campaign 'Kurkure spend time with family', in Andhra Pradesh. The campaign would run for four months. Phase-I would spread the message while Phase-II would invite fun ideas from customers on spending time with family to win exciting prizes, including a mega prize of a Rs 1-crore house.

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