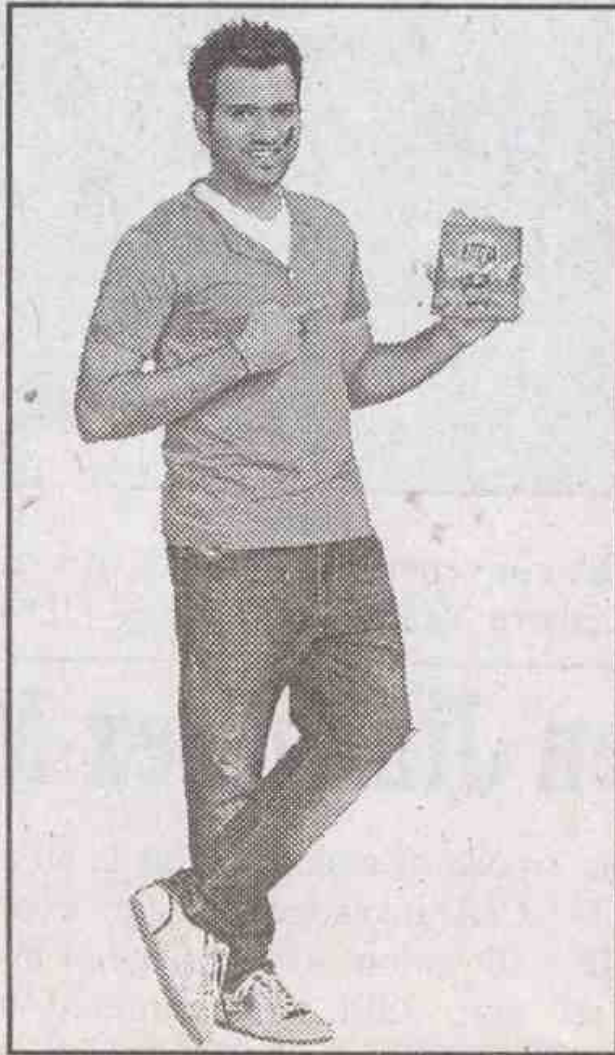


Lay's adds magic to cricket watching moments with 'GharBanao Stadium'



Pune : After a successful launch of the Lay's Flavour Team this cricket season, Lay's the world's leading potato chip brand has announced an all new campaign for its consumers, to add magic to their cricket watching moments. 'Ghar Banao

Stadium' the 50 day long consumer engagement campaign brings the cricket stadium closer home and gives consumers a chance to get a timeout with three cricket celebs from the Lay's Flavour Team- the sensational newcomer Rohit Sharma, well known commentator Ravi Shastri and one of the quirkiest umpires Billy Bowden.

As part of this campaign, consumers need to sms the four digit promo code behind the Lay's pack to 8800909090. Three lucky winners along with their friends get a chance to meet the celeb trio at the end of the campaign. To add more excitement to the campaign, Lay's will also announce one lucky winner everyday who will get INR 1 lakh as the daily prize (for terms and conditions visit <http://www.facebook.com/laysindia>). With this campaign, Lay's is attempting to establish its recently enhanced range of 6 flavours with 2 new recent additions of

Chile Limon & French Salt n Cracked Pepper.

Talking about this consumer centric promotion, Gaurav Mehta, Director-Western Snacks, India Foods, PepsiCo India said, "Lay's has always created unique and simple engagement campaigns for consumers. With 'Ghar Banao Stadium' too we are bringing the magical moments associated with cricket, closer to our consumers and giving them an opportunity to meet the Lay's Flavour Team. We invite consumers to participate in this exciting promo which is all about those instant cheer moments that make for a memorable cricket watching experience!" The exciting campaign is accompanied by a TVC that will be on air till July 7th, 2013. To know more about the new campaign and conditions of participation, consumers can log onto the Lay's Facebook page at <http://www.facebook.com/laysindia>.