

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

Agencies, New Delhi

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.