

News monitored for: Pepsi - Corporate

Lay's launches two new flavours

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Potato chip brand Lay's from PepsiCo India has launched two new flavours in a bid to further strengthen its position in the category. It has added Lay's Chile Limon and French Salt and Cracked Pepper. Gaurav Mehta, Director, India Foods, PepsiCo India, said, "As market leader, PepsiCo Foods is committed to delivering new taste experiences to our consumers. Lay's is known for its great tasting and fun offerings and with this new launch, we are adding delight to the young consumers' snack basket. The company said that the launch will be supported by a 360-degree integrated communication, including national TV campaign, print, on-ground sampling and trial generation and a significant online component that includes social media. — **Our Bureau**