

News monitored for: Pepsi - Corporate

Lay's ropes in 6 cricketers

Our Bureau

New Delhi, April 12

Potato chip brand Lay's has roped in six cricketers for its new brand campaign — M.S Dhoni, Gautam Gambhir, Rohit Sharma, Shikhar Dhawan, Ravi Shastri and Billy Bowden.

With the new campaign, Lay's will attempt to push its recently-enhanced range of six flavours (with two new recent additions of Chile Limon & French Salt n Cracked Pepper) at a price point of Rs 5.

Vidur Vyas, Marketing Director-Foods, PepsiCo India, said "Cricket is a passion in India and Lay's has always tapped it by creating moments that consumers can enjoy with friends while watching the game. The price point of Rs 5 will enable us to reach out to a larger consumer base."