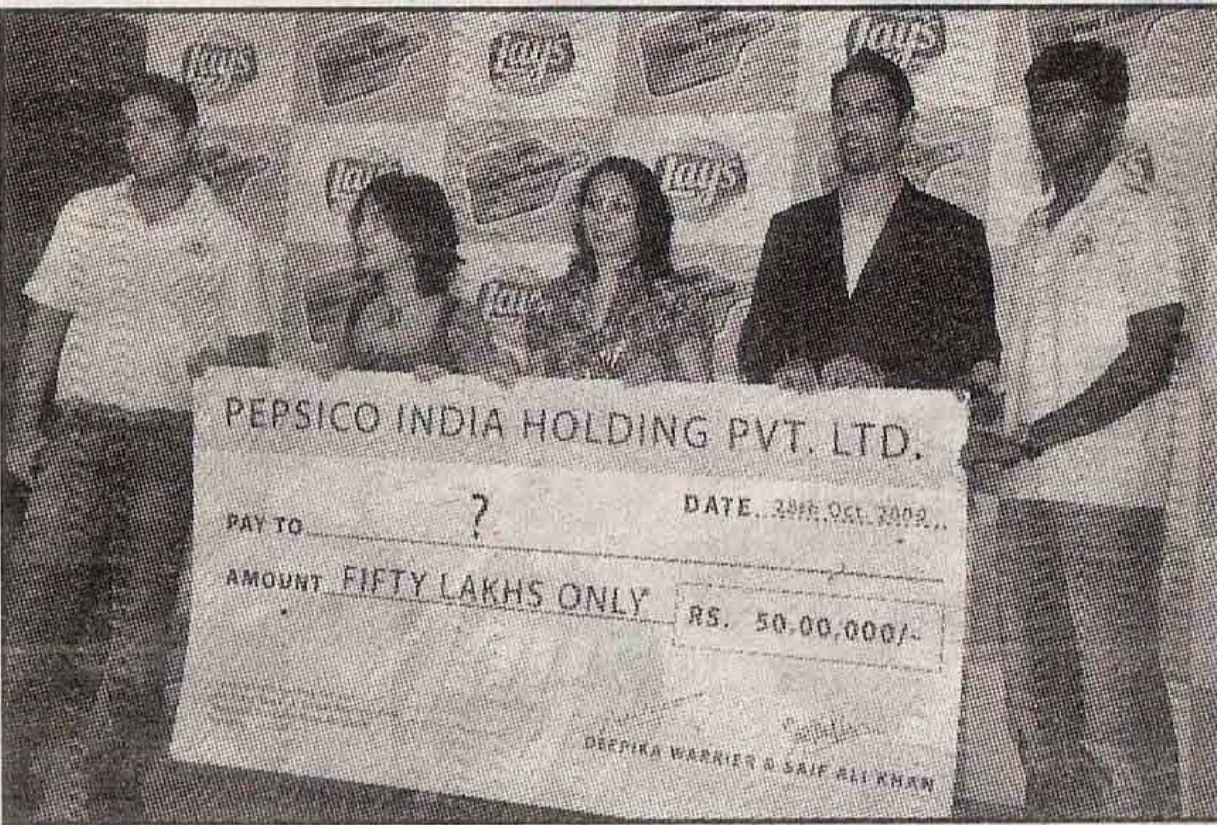


Lay's launches Flavour campaign

Lay's, the popular potato chips brand, has announced the launch of "Give us your Dillicious Flavour" campaign. The programme is aimed



at getting Lay's its next potato chips flavour from the Indian consumer. The campaign will give the consumer an opportunity to co-create the flavour they like on Lay's and become rich and famous.

The winner will receive a mega prize of Rs.50 lakhs plus 1% of the sales turnover from the new flavour, which will be launched in the end of May 2010.

Ms. Ruchitra Jaitly, Vice President, Pepsico India said considering the diversity of tastes in our country, the campaign will be interesting.