

THE BUSINESS PRESENT BY E. I. K.

BRAND WAGON

Lay's launches four consumer created flavours



Potato chips brand Lay's, from Frito-Lay India, has chosen four flavours from a whopping 1.3 million ideas sent in by consumers. The four flavours—Cheesy Mexicana, Tangy Twist,

Mastana Mango and Hip Hop Honey & Chilly—will be sold in the market across India for the next two months with the theme *bachega sirf tasteest* (survival of the tasteest) as part of a three-month long Give Us Your Dillicious Flavour (GUYDF) campaign. The flavour that elicits the maximum consumer votes will not only continue to stay in the market as the mega winner, but its ideator would be awarded a grand prize of Rs 50 lakh and 1% of sales revenue.