

News monitored for: Pepsi - Corporate



**MUNCH
MAGIC:** Tolly girl Parno Mitra and Nalin Sood, EVP marketing, Indian snack category, PepsiCo India, trooped down to Big Bazaar Baguiati on Monday evening



(picture right) to snack on chaat. Savouring the Kurkure chaat mix plated by Sanjit Shaw, the duo presented the stall owner a cellphone for receiving the second highest number of SMS votes in the Kurkure Chaat Khao Helicopter-e Jao contest organised by the ABP Group. "I love chaat and Kurkure blends very well with this spicy concoction!" said Sood, munching on.

The next stop was City Centre Salt Lake. "The best part about chaat is that it reminds me of my school days! I used to gorge on *bhelpuri*, *phuchka* and *golas*. Today, I really enjoyed the *bhelpuri*



with Kurkure. It was different and yummy!" smiled Parno, before handing over a DVD player to stall owner Ramesh Sah (picture above right) as part of the SMS contest. Chaat-maker Pradip Shaw, who sits outside the mall, bagged a cellphone.

Pramita Ghosh

Pictures by Anindya Shankar Ray