

Lays shortlists four flavours from 1.3 m ideas

Bhopal: Lays, the potato chips brand from Frito-Lay India, is all set to provide some new lip smacking tastes to its consumers. The four shortlisted flavours from a whopping 1.3 million ideas came from four winning consumers, each of whom gets Rs 5 lakh for their dillogical flavour ideas.

The four flavours will be sold in the market across India for the next two months with the theme bachega sirf tastiest (survival of the tastiest).

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 per cent of sales revenue. Copy Writer, Mansi Jain (freelancer with BBC world service foundation) bagged the prize from Delhi for her innovative Cheesy Mexicana, while Dr Shipra Samanta's Tangy Twist from Ujjain made a smooth entry Mumbai's Sagar Devruhkar came up with Mastana Mango flavor while banker Shomik Mukherjee of Kolkata thought of Hip Hop Honey Chilly.