

Tangy wafer surprise for Ujjain physician

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BHOPAL: It came as a big surprise for 36 year-old physician Dr Shipra Samanta, a resident of Ujjain, when Frito-Lay India (FLI) – PepsiCo's snack foods division called her over phone to tell that she had won the contest of creating a new flavour for potato chips. One of the four winners, Dr Samanta was selected from amongst 1.3 million entries on an all-India level competition organised by FLI for co-creating a flavour 'India first' for company's potato chips brand. While, she is the only non-metro winner, the other three are Shouvik Mukherjee (Kolkata), Sagar Devruhkar (Mumbai) and Mansi Jain (Delhi).

"It's overwhelming. I came to know about the contest on TV and went for multiple entries, with different flavours. Finally, I won for my flavour idea and slogan 'Shipra Tangy Twist'," Dr Samanta told HT. Shipra originally belongs to Bhuvaneshwar (Orissa), and her spouse is an



✉ **Dr Shipra Samanta (C) with Rs 5 lakh prize cheque on Friday. Also seen, Ruchira Jaitly (L) executive vice president, Frito-Lay India and Celebrity Chef Aditya Bal.**

orthopaedic surgeon in Ujjain.

FLI launched the four flavours of potato chips co-created by four winners – Tangy Twist, Hip Hop Honey & Chilly, Mastana Mango and Cheesy Mexican in the City today. This will be followed by a grand final through SMS voting, in which the winner will get Rs 50 lakh and 1% of gross sale. "Our aim was to come up with true Indian flavours in wafers and these four winners have made it with their innovative concept," said FLI's executive vice president, Ruchira Jaitly.