

News monitored for: Frito Lay - Brands

## Business Standard

### **PepsiCo expands Kurkure range**

Global beverages and snacks major PepsiCo is expanding the portfolio of its popular 'Kurkure' range with an aim to stay ahead of competition. The company, which competes with the likes of ITC and Haldirams in the salty snacks segment, has added added two new offerings – Kurkure Puffcorn and Kurkure Monster Paws in addition to the existing range of five flavours.

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