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Business Line

Pepsi adds regional tastes to Kurkure

Our Bureau

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PepsiCo has added three new variants with regional tastes to its Kurkure snack brand – Mumbai Chatpata Usal, Bengali Jhaal and South Spice Mix. “We were looking for something besides cricket that binds all of India and realised that daal is a common factor for North, South, East and West,” said Mr Nalin Sood, Executive Vice-President, Marketing.

The variants will be available in packs of Rs 5, Rs 10 and Rs 20. A 360-degree marketing campaign will be employed to market the products. A television commercial shot with Bollywood actor Juhi Chawla as brand ambassador would be beamed.

Since the brand was launched, Kurkure has grown by 24 times, said Mr Vidur Vyas, Marketing Director, India Foods, PepsiCo India Holdings Pvt Ltd.

“Since its launch, the company has regularly reinvented the brand Kurkure and its taste and will continue to do so,” Mr Vyas added.

The three new variants follow the launch of Kurkure Rajma, the brand’s first foray into ‘daal’ last year.