



Souvik Mukherjee (right) with Ruchira Jaitley of Frito-Lay India

Tasty idea could fetch Rs 50 lakh

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Fancy casually munching on a packet of chips and pocketing a Rs 5 lakh cheque at the same time? That's what recently happened to 25-year-old Kolkata lad Souvik Mukherjee, one of the four winners of Lays' 'Give Us Your Delicious Flavour' campaign, which invites the Lays potato chips fans to come up with brand new flavours for the chips.

Souvik's innovative Hip Hop Honey Chilli flavour has company in Cheesy Mexicana by Delhi's Mansi Jain, Tangy Twist by Ujjain's Dr Shipra Samanta, and Mango Mastana by Mumbai's Sagar Devruhkar. The four already have their photographs on

Lays packets. "I didn't really think much about the flavour. It just came to my mind and I sent it in. I didn't even expect to get short listed," said an exultant Souvik.

Indeed, the four flavours were chosen from among 1.35 million ideas, as Ruchira Jaitley, executive president of Frito-Lay India, showed in an audio-visual presentation.

The new flavours will be sold across India for the next two months with the theme 'Bachega Sirf Tastiest', with Saif Ali Khan as brand ambassador. The flavour that wins the most consumer votes will continue to stay in the market as mega winner, and its ideator will be awarded a grand prize of Rs 50 lakh and one percent of the sales revenue.