

News monitored for: Frito Lay - Corporate

Delhi Times

Tedha twist to Diwali gifting

Diwali is the time when the spirit of celebration is on an all-time high. This is a time of getting together with family and friends, and it's also when people exchange gifts to cement and strengthen personal bonds. As a result, festive gifting is a category that has grown by leaps and bounds. Kurkure has contributed to making *namkeen* gifting popular. With its message of 'Iss Diwali muh Kurkure karo', the brand has been providing a refreshing twist on traditional gifting (which was all about *mithai* earlier).

Kurkure Gift Boxes are today one of the largest *namkeen* gift items purchased during Diwali. This year too, the brand, with its signature *tedha* twist to snacking, is adding delight to the consumers' snack basket. Its special festive packs not only make for a great option for in-house consumption, but also can serve as an innovative gifting solution.

One of the key reasons why brands like Kurkure have been able to successfully connect and engage with consumers, is that they have reached out with innovative products during their most important moments. And what better way to share and celebrate with consumers than festive times? With all of India glowing with the lights of Diwali this season, the brand's gift boxes will only add more colour and spice to the celebrations.

With Diwali gifting more prevalent in the North of India, the gift boxes are available across Delhi, Punjab, Uttar Pradesh, Uttaranchal etc. The boxes appeal to a variety of consumers and are available across a range of price points at ₹51, ₹75, ₹110, ₹155 and ₹180. This year, the brand has changed the packaging of its regular packs as well, to give the range a festive look.

Kurkure is also one of the largest and most trusted *namkeen* brands in the country. It uses ingredients found in Indian kitchens to offer innovative products. The brand's new and existing range is a mix of national, regional and topical flavours.

**ZYADA MEETHA HO GAYA?
TOH ISS DIWALI MUH Kurkure KARO.**



Juhi Chawla
in the
Kurkure ad
campaign