

Diwali spiced up

Muh Kurkure Karo is set to be the new buzzword across the living rooms in the country this festival season. Frito-Lay India, PepsiCo's snack food arm in the country, has launched a new range of packs of Kurkure especially for the festival season.

Attractively priced between Rs 51 and Rs 151, the Kurkure gift packs would be available in all premium retail outlets across major towns in the country. In addition, Kurkure gift boxes can be purchased on-line for the first time this festive season.

Announcing this, Deepika Warriar, marketing director, PepsiCo India (Frito-Lay division) said "The festive season is all about gifting and sharing our joys. The entire initiative shall present a unique Kurkure perspective to the entire festive occasion, and is our endeavor to create fun-filled, spicy *chatpati* Diwali for Indian families. At Frito-Lay, our aim has always been to fulfill the needs of our consumers and connect with them through fun-filled experiences, and this is one of the initiatives in that direction."

The new commercial featuring the actor and brand ambassador of Kurkure, Juhi Chawla, will be seen presenting Kurkure as the anti-dote to an excessive dose of sweets. —TNS

