



## **Karisma to endorse McCain**

McCain Foods India Pvt Ltd, announced Karisma Kapoor as its first ever brand ambassador in India. Karisma will endorse the entire range of McCain's Indian and International product portfolio through advertising, marketing and promotions.

Commenting on the association, Vikas Mittal, Managing Director, McCain Foods India said, "She embodies the contemporary women of today. Today's women have come a long way, she keeps her frozen reserves handy to save time-planning, shopping or preparing dishes, making sit-down family meals much more enjoyable!"