

Karisma Kapoor to endorse McCain Foods



Bollywood actress Karisma Kapoor has been roped in as the brand ambassador of McCain Foods India Pvt. Ltd.

"I look forward to partnering with McCain. Being a true-blue Kapoor, I love good food. And being a mother, I know the importance of being able to create appetizing snacks for my kids in a few minutes," Karisma, 38, said in a statement.

"With McCain's easy-to-prepare frozen products, I can serve up popular snacks like french fries and aloo tikki as well as innovative snacks like potato bites and veggie nuggets. McCain is a great solution for women, whether working or homemakers," she added.

The company will shortly roll out a new campaign featuring Karisma as a smart woman who delights her family and guests with quick snacks.