

Bollywood Diva Karisma will endorse the entire range of McCain's Indian and International product portfolio through advertising, marketing and promotions



McCain Foods India Pvt. Ltd, the Indian subsidiary of McCain Foods Canada – the world's largest producer of frozen French fries and potato specialty products, announced Karisma Kapoor as its first ever brand ambassador in India. Bollywood Diva 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, "We are delighted to have Karisma Kapoor on board, as she embodies the contemporary women of today – balancing the pressures of work, children and home with grace.

Today's women have come a long way from the days when cooking tasty snacks meant spending hours in the kitchen over a hot cook stove, having to chop and dice every ingredient from scratch. Now she keeps her frozen reserves handy to save time planning, shopping or preparing dishes, making sit-down family meals much more enjoyable!"

"Karisma believes in the company's brand theme of 'Jhatse banao , kuch tasty khao' Being a celebrity homemaker and mother of two kids, she not only manages a busy lifestyle but also whips-up a variety of mouth watering snacks in record time.", Mittal added.

Commenting on her association with the brand, Karisma Kapoor said "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 few minutes. With McCain's easy-to-prepare frozen products, I can serve up popular snacks like French fries & Aloo Tikki as well as innovative snacks like Potato Bites & Veggie Nuggets. McCain is a great solution for women, whether working or homemakers. I wish it all the very best."

The company will shortly be rolling out a new campaign, featuring Karisma as a smart woman who delights her family and guests with quick snacks prepared in minutes. The concept which has been ideated by Leo Burnett is spread across all mediums including Television, Radio, Print and POS. The television campaign will be aired on channels featuring general entertainment, music and lifestyle, English movies and children's programs.

McCain Foods leads the fast emerging market in India for frozen French fries and Potato Specialties. The company is strengthening its India specific product portfolio with products such as Aloo Tikki, besides marking its foray into non-potato based frozen food category with products such as Idli Sambar.

McCain branded retail products are most popular and are available in most modern supermarkets as well as traditional stores. The company is continuously increasing its presence in India with its competitively priced products being distributed through specialized cold chain distribution system across Tier I and II cities.