

Karisma Kapoor to endorse McCain Foods



New Delhi: 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.