

Lay's now producing its potato chips in BD

- A Monitor Desk Report

Date: 08 June, 2023



Dhaka: Lay's, one of the world's most popular potato chip brands from PepsiCo, officially started producing its chips in Bangladesh.

Highlighting its steadfast dedication to Bangladesh, "Lay's Make in Bangladesh" initiative has been taken in partnership with Transcom Consumer Products Ltd, according to a press release.

Ahmed ElSheikh, President for the India region at PepsiCo, and Simeen Rahman, Group Chief Executive Officer of Transcom Group, unveiled the initiative at a manufacturing plant in Bogura.

Lay's is one of the brands that makes up Frito-Lay North America, the USD 19 billion convenient foods division of PepsiCo.

The launch of the initiative stems from PepsiCo's presence in the country over two decades because of its strong and fruitful partnership with Transcom Group.

Lay's has set a target of procuring 10,000 tonnes of high-quality chip-grade potatoes for its plant, thanks to ties with more than 1,200 local farmers with a reliable market through a buy-back arrangement.

On the occasion, Pranav Mehta, Country Manager of Foods at PepsiCo, said, the initiative will not only bring joy to millions of consumers who can enjoy Lay's products made right here in Bangladesh but also instil a sense of pride among farmers and the entire workforce who will witness their hard work transform into delicious and globally recognised snacks starting at an affordable price of BDT 10, reaching a larger audience.

Ahmed ElSheikh said, "The plant stands as a shining example of Lay's' commitment to local empowerment, community development, and long-term partnerships in pursuit of a brighter future."

"We are optimistic that the latest technology and know-how around potato cultivation will help the farmers and local communities flourish hand in hand."

Simeen Rahman said, "Today is a historic day for the people of Bangladesh as Lay's, a globally loved brand, will now be locally produced. This will usher in a new opportunity of enhancing income avenues for farmers, agro firms, transporters, cold storages and contractual workforce, bolstering the entire ecosystem and driving economic growth in the region."

Lay's chips will be available in four flavours, namely "American Style Cream and Onion", "Spanish Tomato Tango", "Classic Salted", and "Thai Style Spicy Chicken" in BDT 10, BDT 15, BDT 25, BDT 50, and BDT 75 packs.

- T