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Kurkure and Ching’s team up to launch schezwan chutney-flavoured Kurkure

This innovative variant draws inspiration from the iconic Ching’s Schezwan Chutney

By **Shraddha Warde** | March 5, 2025



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Kurkure has partnered with Ching’s Secret, one of India’s most popular Desi Chinese brands, to offer fans an exciting fusion experience with the new Kurkure Ching’s Schezwan Chutney flavour. This innovative variant draws inspiration from the iconic Ching’s Schezwan Chutney, combining Kurkure’s signature crunch with a bold and flavorful twist.

The collaboration is highlighted in a quirky, action-packed television commercial featuring Kurkure’s brand ambassador, Sara Ali Khan, alongside Ranveer Singh, the face of Ching’s Secret. Together, they take viewers on a spicy, masala-infused journey. Directed with a cinematic flair, the commercial showcases a playful rivalry between two fictional towns: “Kurkure-Garh” and “Schezwanpur.” The dramatic standoff concludes with an unexpected twist as the two towns unite over their shared love for the new Kurkure Ching’s Schezwan Chutney flavour.

Aastha Bhasin, Marketing Director for Kurkure at PepsiCo India, expressed, “PepsiCo India is delighted to partner with Ching’s Secret for this exciting collaboration. The new TVC, featuring Sara Ali Khan and Ranveer Singh, brilliantly brings to life the fusion of Kurkure’s crunchy, masala magic with the fiery and tangy flavour of Ching’s Schezwan Chutney. Through its cinematic and playful storytelling, the campaign celebrates a truly unique Desi Chinese snacking experience, showcasing how two much-loved brands can come together to create something bold and innovative that resonates with consumers across India.”

Read online: https://nuffoodsspectrum.in/news/14/22099/kurkure-and-chings-team-up-to-launch-schezwan-chutney-flavoured-kurkure.html
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