NEWS | SOIL HEALTH

Lay’s launches limited edition pack series featuring Indian farmers illustrations

The packs feature a QR code that takes consumers directly to the film, which is a loving letter from Mother Earth to her nurturers

By **Sanjiv Das** | September 5, 2025


₹50
Lay's
CLASSIC SALTED
Potato Chips

Lay's

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Lay’s has introduced its limited edition pack series featuring Indian farmers illustrations. Lay’s transforms its iconic pack into a storytelling canvas, deepening the connection between the people who grow the potatoes and those who enjoy them.

These limited-edition packs bring to the consumers *Mitti Ki Chitthi* – a heartfelt film by Lay’s that first brought alive the emotional bond between the farmer and the land. The packs feature a QR code that takes consumers directly *to the film,* which is a loving letter from Mother Earth to her nurturers.

The launch of these packs is part of Lay’s larger commitment – Mitti Jaanch Kendras or soil health testing labs – to support farmers through regenerative agriculture interventions that begin with the soil. Lay’s has introduced these dedicated soil testing centres in three states, where farmers can access precise and timely insights into soil health.

Read online: https://nuffoodsspectrum.in/news/38/22695/lays-launches-limited-edition-pack-series-featuring-indian-farmers-illustrations.html
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