

### **Kissan in Limca Book of Records**

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**H**industan Unilever-owned household brand Kissan has entered the Limca Book of Records for creating the 'world's largest Jammy Art' in Mumbai. The 120 feet x 4 feet art was prepared by 50 enthusiastic children with the help of jam and bread. "Kissan has been a heritage brand in providing happiness to millions of families. Jammy Art is an innovative attempt to let kid's imagination run wild with foods. Children are creative and they showcase their creativity in many forms like painting, clay modelling, origami etc," Hindustan Unilever Ltd Packaged Foods' General Manager, Mr Harpreet Singh, said. — ANI