

PEPSICO'S NIMBOOZ MAKES ITS DEBUT IN TAMIL NADU

Consumers across Tamil Nadu can now have their favourite nimbu paani in a more hygienic, enjoyable and convenient way. Nimbooz by 7Up, PepsiCo India's hot-selling packaged lemon juice, made its much-awaited debut in the Tamil Nadu market.

PepsiCo India, the country's leading food & beverage company, launched Nimbooz in the state in user-friendly, convenient packaging formats of 200ml returnable glass bottles (RGB), 350ml PET and 200ml Tetra attractively priced at Rs. 10, Rs 15 and Rs 10 respectively.

Inspired by the popular home-made, fresh nimbu paani, the favourite household beverage across the state, Nimbooz by 7Up has been specially created to suit the local taste. Nimbooz by 7Up is a delicious nimbu paani, with real lemon juice, no fizz, and no

artificial flavours. Available in trendy, convenient packs, Nimbooz is a great way to enjoy your favourite nimbu paani in a hygienic format.

Launching the new offering Ms. Alpana Titus, Executive VP-Flavours, PepsiCo India, said "Nimbu paani is a well loved Indian drink, and Nimbooz by 7Up bring consumers this popular taste backed by PepsiCo quality.

Mr. Pratik Pota, Executive Director, South Market Unit, PepsiCo India, who was also present on the occasion, said "Tamil Nadu has been very critical to our overall operations in the southern market. PepsiCo has drawn up an intensive consumer activation campaign to market Nimbooz by 7Up in the state. The 360 degree marketing communication plan will revolve around building awareness through multi-city launches and road shows, comprehensive 3D activation, leveraging Out-of-Home (OOH) media, radio, press and outdoors.