

News monitored for: Pepsi - Brands

**BY THE BUY**

**Mix and serve**

Pepsico introduces Tropicana Fruit Powders that the company claims contain real fruit juice with no added preservatives, artificial colours or artificial flavours. Easy-to-use, the fruit based powder mixes enable the consumer to have a refreshing glass of a juice based drink anytime by simply adding chilled water. Available in three flavours – Mixed Fruit (containing juice of 7 fruits), Juicy Orange and Refreshing Lemon. The fruit powders are available at a price of Rs. 10 in single serve sachets that can make a glass of 180 ml.



**Kitchen gel**

Dettol from Reckitt Benckiser launches Dettol Kitchen, a new range of disinfectant kitchen gel, which the company claims cuts through tough grease on dishes as well as cleanses and disinfects multiple surfaces like areas in and around the sink as well as the gas stove and the kitchen slab/platform. It comes in two variants: Lime Splash and Lemon Fresh. These are available in 130 ml, 200 ml, 400 ml and 750 ml, priced between Rs.24 and Rs.150.



**Soothing fragrance**

Cholayil introduces Krishna Thulasi, an ayurvedic soap with a soothing fragrance. The product is priced at Rs. 18 (75 gm) and Rs. 50 (75 gm x 03).

