

News monitored for: Pepsi - Brands

Cola major plans stronger fizz in the market with Pepsi Atom

To sample new drink with one million consumers

Our Bureau

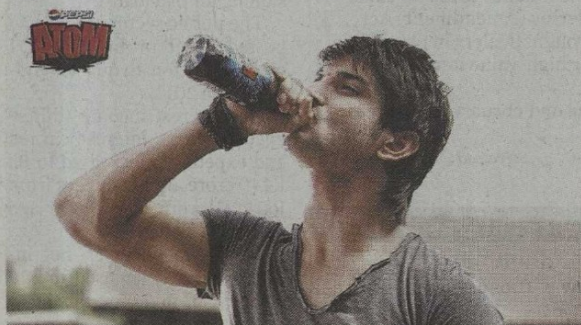
New Delhi, April 25

In a bid to expand its cola portfolio and take on arch rival Coca-Cola, PepsiCo India has launched a stronger, fizzier version of the cola – Pepsi Atom.

The beverage major said Pepsi Atom was its “biggest beverage innovation”, created especially for the Indian market in collaboration with PepsiCo’s global innovation team.

The new drink is being positioned as its second mainstream cola after its flagship brand Pepsi. The company said it had done extensive flavour development and consumer testing in the Indian market for Pepsi Atom.

Hindi film actor Sushant



Fresh face: Hindi film actor Sushant Singh Rajput has been roped in as the brand ambassador for Pepsi Atom.

Singh Rajput, who starred in *Kai Po Che*, has been roped in as the brand ambassador for Pepsi Atom.

PRICING

Packaged in black and blue colours, Pepsi Atom will be offered in a 250-ml can at an

introductory price of Rs 15 and a 500-ml PET bottle at Rs 25. Also, 200-ml returnable glass bottle will be available in select markets at Rs 10.

In a statement, Gautham Mukkavilli, CEO, Beverages, PepsiCo India, said, “India-centric innovation or ‘indovation’ is a key growth driver for our business. It is our biggest launch in the recent years and we are committed to investing in the brand and make it a key player in the carbonated beverage segment.”

Added Deepika Warriar, Vice President, Beverage Marketing, PepsiCo India, “Pepsi Atom addresses the consumer need for a stron-

ger, fizzier cola with a sharp taste hit. Our positioning for Pepsi Atom, ‘Piyo Josh Mein, Jiyo Hosh Mein’ is also inspired by the evolving Indian consumer.”

She said the company would be doing a high visibility launch of the product at the Pepsi IPL and has aggressive distribution plans. It plans to spend significantly on distribution and trade promotion that will target young adults across big and small towns.

The company plans to conduct a sampling and engagement exercise for Pepsi Atom with over one million consumers across key centres.

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