

News monitored for: Pepsi - Corporate

## Deccan Herald

### Vidya Balan is PepsiCo Aliva envoy

Food & beverage major PepsiCo India has roped in Bollywood actress Vidya Balan as brand ambassador for its snack brand, Aliva.

The company that launched six new baked variants under the Aliva brand said it will kick off campaign featuring Balan shortly. The company is targeting consumers in the upper socio-

economic strata for Aliva's new range of products — Multigrain Waves, Milk Minis and Crispy Thinz — available in two variants each.

The new Aliva baked range is priced at Rs 15 for 50 gm packs of Multigrain Waves and Milk Minis; 45 gm pack of Crispy Thinz and 60 gm pack for the original Tasty Crackers.