

News monitored for: Pepsi - Brands

Campaign India

Homi Battiwalla's new PepsiCo role

PepsiCo India has appointed Homi Battiwalla as executive vice president - colas, hydration and mango-based beverages. Battiwalla takes over from Sandeep Singh Arora, who quit PepsiCo recently. Battiwalla has been with PepsiCo for over 15 years now. He will be taking charge of the marketing role for the cola category (Pepsi, Diet Pepsi) along with his current responsibilities.

Commenting on the appointment, Deepika Warri-er, executive director - marketing, PepsiCo Beverages India, said, "Homi's rich experience and in-depth understanding of the beverage industry positions him well to lead the marketing responsibilities for brand Pepsi as we look forward to continue the brand's winning performance. He has been singularly responsible for some iconic brand building and marketing on brand Slice and consistently positioning Tropicana in the breakfast nutrition space. He has proven his leadership skills in successfully growing the juice and juice-based drinks category for PepsiCo."

Battiwalla had joined PepsiCo in 1997 as a management trainee. After the initial stint in the sales and distribution team, he became a part of the marketing team. Over the years, he has worked across various beverage brands including Mountain Dew, 7UP, Tropicana, Aquafina and Mango Slice.

