



PepsiCo's launches Nimbooz – Real Lemon Juice

PepsiCo India has now introduced real lemon juice named as Nimbooz by 7Up in the market in Tamilnadu. Consumers can now have their favourite nimbu paani in a more hygienic, enjoyable and convenient way. This beverage comes in convenient packaging formats of 200 ml returnable glass bottles (RGB), 350 ml PET and 200 ml Tetra priced at Rs.10, Rs.15 and Rs.10 respectively.

Actor Sayali Bhagat former Miss India was the chief guest at the launching function. Alpna Titus, Executive VP-Flavours, PepsiCo India said they have specially developed this to-suit local tastes and preferences.