

BANGALORE MIRROR

Nimbooz from Pepsi

BANGALORE MIRROR BUREAU

Pepsi is setting up more bottling plants to produce 'Nimbooz', a lemon juice with no fizz and artificial flavours, developed to suit Indian tastes, said Alpana Titus, executive-VP, Flavours, PepsiCoIndia, at the launch of 'Nimbooz' in the city on Monday.

Actor Puneet Rajkumar launched the non-aerated drink, which is packaged in returnable glass bottles, tetrapak and PET bottles at Rs 10 and 15. The drink will appear in different flavours to cater to a growing market, she said.

The liquid beverage market comes to 100 mn cases for clear lemon and 250 mn for cloudy lemon soda. Pepsi at present has 13 company-owned and 28 franchisee-owned bottling plants. In south India, the market is equally balanced for aerated and non-aerated drinks, she said.