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## Business Line

### Oatsmaker Quaker adds variety to breakfast table

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The Rs 700-crore breakfast mixes market has a new addition as health awareness is on the rise. Oats brand Quaker, from the house of Pepsico, has piloted its poha and upma range of ready-to-cook variants in the Delhi and NCR region.

The breakfast range is the brand's first foray into the traditional breakfast space. The company will vie for space beside competitors such as MTR, Britannia and Marico, as it aims to bring to the table the wholegrain advantage. Priced at Rs 26 for a 150 gram pack that serves 2-3, the company is deliberating a launch in other centres.

Anuj Chadha, Category Director, Quaker, said, "We are committed to building our presence in the breakfast space. The two new offering, poha and upma, will bring in more consumers into the Quaker fold."

Quaker is a 130-year-old brand and is a market leader in

the oatmeal segment. Quaker Oats was launched in India in 2006.

In July last year, the company decided to conduct pilot studies on its breakfast mixes, after launching four new flavours for its oats brand with real fruits and vegetables.

The strawberry flavour with apple has real apple pieces, while the kesar flavour with kishmish has real raisins. The Homestyle Masala flavour includes strips of carrot and tomato, while the Lemony Veggie Mix has real pieces of capsicum.

The new range of breakfast mixes was rigorously test marketed in Kerala, Karnataka, Andhra and Tamil Nadu. The four variants have been inspired by authentic foods from different regions of India.

While there is nutri poha home-style, there is nutri poha-green chutney. Quaker nutri upma-home style and nutri upma-onion-tomato are the other variants.

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