

Business Standard

PEPSI LAUNCHES GATORADE READY-TO-MIX

Beverages and snack food major PepsiCo India has announced its entry into the ready-to-mix powder segment with the launch of Gatorade Sports Mix at a lower price point than the already available liquid form of the sports drink, to drive up volumes. "To encourage consumers to drink Gatorade more frequently, we have now made it more affordable and accessible," PepsiCo India executive director (innovation and business development) Geetu Verma said in a statement. **PTI**