

News monitored for: Pepsi - Corporate

### **Pepsi Expands Tropicana Portfolio, Launches 3 variants**

**NEW DELHI** Global beverages and snacks major PepsiCo on Wednesday expanded its Tropicana range in India with the launch of three variants of Tropicana juices in powdered form. Leveraging its global fruit expertise, the company has launched 'Tropicana Fruit Powders' in three variants--orange, lemon and mixed fruit in some select markets across the country. "Initially, we have launched the new range in Chennai and Bangalore in South India and Mumbai and Pune in Maharashtra," PepsiCo India Senior Director-Marketing (Colas, Juices & Hydration), Homi Battiwalla told PTI. He added that the new product range would be launched across the country in phases. "With this new and innovative launch of Tropicana Fruit Powders, we are looking at expanding and diversifying our portfolio with offerings that fulfil the need gaps for Indian consumers, on the basis their local tastes and preferences," Battiwalla said.