

News monitored for: Pepsi - Brands

Pepsi expands Tropicana range in India

PRESS TRUST OF INDIA

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BEVERAGES and snacks major PepsiCo expanded its Tropicana fruit juice portfolio in India with the introduction of coconut water blended variants.

The company said it has introduced in the Indian market a new category offering - Tropicana Coconut Fruit Blends, available in two variants - Coconut Orange and Coconut Litchi, PepsiCo India said in a statement.

"With this new and innovative launch of Tropicana Coconut Fruit Blends, we are looking at expanding and diversifying our portfolio with offerings tailor made for the evolving consumer tastes and preferences," PepsiCo India senior director- marketing (colas, juices and hydration) Homi Battiwalla said.

With the launch, the company hopes to bring in more consumers to the packaged juice category and further expand the franchise of Tropicana in India, he added.