

News monitored for: Pepsi - Corporate

## Pepsi looks to more packs for a bigger Slice

**Purvita Chatterjee**

*Mumbai, March 13*

Driving volumes through multiple pack sizes and prices is the strategy PepsiCo has adopted for its mango drink Slice this summer. The company is also focusing on the PET bottle format for both rural and urban markets.

Slice is already well penetrated as a brand in the southern markets and now it is the northern and rural markets where PepsiCo is hoping to get additional share for Slice.

"There will be innovation in pack size and price points. While glass bottles will be the mainstay in the mango category, PET bottles will be the growth driver. We are also

looking for opportunities to enhance distribution across the country in the Northern markets, smaller towns and rural India," said Homi Battiwala, Category Director - Colas, Hydration and Mango Based Beverages, PepsiCo India.

With prices ranging from Rs 20 to Rs 80 in the PET bottle category, Slice will also be promoted as an in-home consumption beverage such as colas, with bigger pack sizes to cater to this segment. Last year, it had introduced a 1.8 litre pack for the northern market, and this summer, it intends going national with the same offering.

"There is a spike in home consumption and as this is a

big consumer segment, bigger bottle sizes are required for this category. We hope to scale up in the home consumption category and go to the rest of the markets with our largest pack size this summer," added Battiwala.

Pet bottles sport four SKUs (350 ml, 500 ml, 1.2 litre and 1.8 litre) while returnable glass bottles have been restricted to two SKUs (200 ml and 250 ml) and a 200 ml carton.

With Katrina Kaif as its brand ambassador since 2008 (the time Slice was re-launched), a new campaign is also highlighting the new designs and pack sizes this summer.

[Purvita@thehindu.co.in](mailto:Purvita@thehindu.co.in)