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Pepsi to take Nimbooz to South & East

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SOFT drinks major **Pepsico** is scaling up the distribution of **Nimbooz** by entering the South and East Indian markets by the end of this month, making the product available across the country.

"Nimbooz has done extraordinary well, specially in North India because of the heat. Now we are concentrating on scaling up its distribution, taking the product across the country by the end of this month," **Pepsico** India executive vice-president (flavour) **Alpana Titus** said on Friday.

She said the company has launched the product in South Indian markets, including **Tamil Nadu** and **Karnataka** and is planning to roll it out in **Kerala** and **West Bengal** this month. It is already available in the Western markets of the country.

"By September, **Nimbooz** will be available all across the country," she said but declined to give details of the distribution network or the product's volume growth. Currently, the company is undertaking product sampling in various locations to scale up its availability. However, **titus** said the company is not looking at introducing any variants of the product. "Innovation is something that we keep doing. But as of now, we do not plan to launch any variants. As and when required, we will consider it," she said.