

# THE FINANCIAL EXPRESS

## Pepsi to take Nimbooz to southern, eastern mkts

New Delhi, August 13: 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 concentrat-

The company has launched the product in south Indian markets, including Tamil Nadu and Karnataka

ing on scaling up its distribution, taking the product

across the country by the end of this month," PepsiCo India executive vice-president (flavour) Alpina Titus told PTI on the sidelines of an event.

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 sam-

pling 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.

PTI