

News monitored for: Pepsi - Brands

PepsiCo expands cola portfolio in India with Atom

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BEVERAGES and snacks major PepsiCo on Thursday expanded its cola portfolio with the launch of Pepsi Atom and has roped in Bollywood actor Sushant Singh Rajput as its brand ambassador.

Pepsi Atom is the second mainstream cola from PepsiCo India portfolio, after the company's flagship brand, Pepsi, PepsiCo India said in a statement.

"Created for the Indian market, in collaboration with PepsiCo's global innovation team, it is a result of extensive flavour development and consumer testing in the country," it added.

Commenting on the development, PepsiCo India CEO, (beverages) Gautham Mukkavilli said that it is of great significance that a second mainstream cola from the PepsiCo portfolio has been developed for the Indian consumer.

"India centric innovation or 'indovation' is a key growth driver for our business. It is our biggest launch in the recent years and we are committed to invest behind the brand and make it a key player in the carbonated beverage

Added fizz

■ Atom is the second mainstream cola from PepsiCo India portfolio, after flagship Pepsi

■ The product is created for India in collaboration with PepsiCo's global innovation team

■ Atom addresses need for a stronger, fizzier cola with a sharp taste hit, the company said

segment," he added.

Pepsi Atom is available across the country in various packaging including a 250 ml can at an introductory price of Rs 15 and a 500 ml PET bottle at Rs 25, the company said.

200 ml returnable glass bottles (RGB) are also available in select markets at Rs 10, it added.

PepsiCo India vice-president (beverage marketing) Deepika Warriar said Pepsi Atom addresses the consumer need for a stronger, fizzier cola with a sharp taste hit. "From robust distribution to large-scale sampling; high-visibility launch at Pepsi IPL to an insightful and relatable campaign, we have aggressive plans," she added.