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CORPORATE

**PEPSICO EXPANDS
COLA PORTFOLIO,
LAUNCHES
PEPSI ATOM**

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PepsiCo expands cola portfolio; launches Pepsi Atom

NEW DELHI: Beverages and snacks major PepsiCo India 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 segment," he added.

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

The firm roped in Bollywood actor Sushant Singh Rajput as its brand envoy

The 200 ml returnable glass bottles (RGB) are also available in select markets at ₹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. The company said it is leveraging the on-going Pepsi IPL tournament, giving unprecedented launch visibility to the brand, both in-stadia and on television. —PTI