

PepsiCo India to take Nutri Food products to West Asia this year

OUR BUREAU

Chennai, March 22

PepsiCo India Holdings Pvt Ltd will take its new range of Nutri Food products like *idli*, *dosa*, *upma* and *kichdi* under Quaker brand to West Asia by this year end.

The company is betting on tapping the Indian diaspora in the West Asian countries.

At the launch of the new products under Quaker Nutri Foods and Tropicana Essentials in Chennai today, Deepika Warriar, Vice-President, Nutrition Category - PepsiCo India, said Quaker

has a strong market presence in West Asia through its oat-based pasta and soups products.

“We are also planning to bring in oat-based pasta and soup products to India in the coming years,” she added.

Stating that the Nutri Foods product range is growing rapidly, Warriar said the company will double its production capacity for Quaker Nutri Foods.

Oats is one of the fastest growing categories in India for PepsiCo’s nutrition port-

folio and with the launch of region-specific products, the company hopes to expand its nutrition portfolio in the country.

Apart from Quaker, the company plans to strengthen its juice market in the South. Warriar said Tropicana as a juice brand is more North-centric than the South.

To improve its Southern market, the company plans to expand its distribution network by taking advantage of the existing PepsiCo’s network.