

QUICKLY



Vidur Vyas, Senior Director- Marketing, PepsiCo India, in Chennai on Friday **BIJOY GHOSH**

PepsiCo launches 7UP Revive

Chennai, March 27

PepsiCo will pilot a variant of its carbonated beverage brand 7UP — 7UP Revive — in Tamil Nadu and Kerala from April. Announcing this at a media conference here on Friday, Vidur Vyas, Senior Director — Marketing, said with the launch of 7UP Revive, “which is an active hydration drink”, Pepsi is creating a new category that will replace the necessary fluids, the body needs when out in the hot sun. The product is priced at ₹33 for a 500-ml PET bottle and at ₹12 for a 200-ml bottle. **OUR BUREAU**