

News monitored for: Pepsi - Corporate

## PepsiCo launches Tropicana Coconut Fruit Blends

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PepsiCo India has launched Tropicana Coconut Fruit Blends as a new category of beverages under the brand. It comes in two variants — Coconut Orange and Coconut



### Coconut Fruit Blends flavours

Litchi. The company said the coconut fruit blends were the first ever for Tropicana worldwide. It has been priced at Rs 85 for one litre and Rs 20 for 200 ml, respectively. In a statement, Homi Battiwalla, Senior Director - Marketing (Colas, Juices & Hydration), PepsiCo India, said, "With this new and innovative launch of Tropicana Coconut Fruit Blends, we are looking at expanding and diversifying our portfolio." He said the company hoped to bring in more consumers in the packaged juice category and expand the franchise of Tropicana in India. — **Our Bureau**