

News monitored for: Pepsi - Brands

THE ECONOMIC TIMES

PepsiCo to Expand Quaker Oats Offerings to Upma & Poha

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NEW DELHI

PepsiCo is further localising its Quaker oats brand by extending it to ready-to-cook mixes such as upma and poha, an official close to the plans said. The new range marks the brand's foray into the traditional Indian breakfast space – an emerging battleground for marketers, ranging from Britannia and MTR, to Kellogg's and Marico.

"The launch is sometime later this week... the products will be rolled out in and around Delhi to begin with," the official said. A PepsiCo spokesperson declined comment on the upcoming launch. Quaker already sells ready-to-cook oats mixes in variants such as masala and lemon.

The Quaker brand has been selling in India since '06, and was extended to cookies last year. It is among PepsiCo's flagship global brands generating over \$1 billion in annual retail sales.

PepsiCo joins rivals such as Britannia, MTR and Heinz, battling it out for a slice of the small but rapidly growing Rs 600-crore breakfast mixes market. The category is clocking growth of close to 20%. Last month, MTR had extended its range of breakfast mixes to multigrain dosas and oats idlis. Biscuit maker Britannia has launched porridge and poha under its brand Healthy Start, Canadian frozen foods maker McCain has frozen idlis. Oats, an emerging food category, has been riding on health benefits that marketers like PepsiCo's Quaker, Marico, Kellogg's, GlaxoSmithKline and Bagrrys are cashing on.