

News monitored for: Pepsi - Corporate

Business Standard

PepsiCo and PVR renew partnership

Beverage major PepsiCo and multiplex chain PVR have renewed their 15-year tie-up, which entitles the former to be the latter's pouring partner at all 166 locations of the company in 22 cities. The current partnership will extend for five years with PepsiCo being the official partner for carbonated drinks, health drinks, juice-based drinks, packaged water etc.

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