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► **PepsiCo unveils six variants of Aliva**  
Company announces the appointment of actress  
Vidya Balan as its brand ambassador P7

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## PepsiCo expands Aliva offerings to gain market share

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PEPSICO India has introduced six variants under its popular snack brand, Aliva, to expand its offering under the brand to 10 variants. The move aims to gain share in a market dominated by giants such as Britannia and Parle Products. It further strengthens PepsiCo India's snack portfolio in line with the emerging consumer health needs.

Aliva also announced that it has roped in actor Vidya Balan as its brand ambassador.

The company is targeting consumers in the upper socio-economic strata for Aliva's new range of products — multigrain waves, milk minis and crispy thinz — are available in two variants each. The new Aliva range, now endorsed by Lay's, follows the successful introduction of parent brand Lay's baked range of potato chips earlier this year.

Now available nationally, the all new Aliva baked range is priced at Rs15 for 50 gm packs of multigrain waves and milk minis; 45 gm pack of crispy thinz and 60 gm pack for the original tasty crackers.

Vidur Vyas, marketing director-foods, PepsiCo India, said, "At PepsiCo, it is our constant endeavour to innovate and diversify our portfolio to offer both enjoyable and healthier offerings to our consumers. Endorsed by Lay's, the new



### Fresh flavours

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Aliva range is baked and brings forth a unique combination of grains with great taste."

According to the Euro Monitor International, Britannia led the savoury baked snacks market with a market share of 36.5 per cent in 2011, followed by Parle (26.5 per cent) and Surya Food & Agro (10.8 per cent).

On roping in Vidya Balan, he said, "Vidya is a great match to highlight the brand's positioning of a snack Jo Tasty Hai. Accha Hai. We look forward to the partnership and are confident that it will be mutually rewarding." The launch will be supported by a 360-degree campaign featuring Balan that will be unveiled shortly.

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