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Business Line

# PepsiCo may launch variants of Nimbooz

Lemon-based fizzies fastest growing segment

**Our Bureau**

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Food and beverage company PepsiCo India may consider the launch of variants of Nimbooz, its packaged lemon juice drink.

"Though not immediately, we may look at variants of the product in the near future," Ms Alpana Titus, Executive Vice-President, Flavours, PepsiCo India, told presspersons at the launch of Nimbooz in Bangalore today.

**PREVIOUS LAUNCHES**

Nimbooz, a packaged version of the common Indian drink *nimbu paani*, was launched in the North and West three months back.

It is a non-aerated lemon-based drink with no artificial flavours and comes in 200 ml returnable glass bottles, 350 ml PETs and 200 ml tetra packs.



Ms Alpana Titus, Executive Vice-President-Flavours, PepsiCo India, at the launch of Nimbooz in Bangalore on Monday. — G.R.N. Somashekar

Nimbooz is manufactured at three of PepsiCo's India plants.

Commenting on the mar-

ket potential for Nimbooz, Ms Titus said a study by PepsiCo had found eight out of 10 Indians drink *nimbu paani* three times a week.

The domestic juice market accounts for about one billion cases a year including the unbranded non-packaged segment.

**NON-AERATED MARKET**

The lemon-based fizzies comprised the fastest growing segment in the Rs 7,000-crore soft drinks market.

The beverage market in India, like the rest of the world is undergoing a change, with the non-aerated market growing faster than the aerated drinks segment.

The country currently shows a 70:30 ratio of aerated to non-aerated drinks, but this could change in future, said Ms Titus.