

DECCAN HERALD



Alpana Titus

PepsiCo rolls out its 7up Nimbooz in Karnataka

BANGALORE, DHNS: PepsiCo India, on Monday, announced the launch of 7up Nimbooz — a non-carbonated lemon drink in the State.

After receiving a positive response with the launches in the north and west market, the firm forayed in to the south, beginning with Karnataka.

"We have been received very well in the other markets and are confident that the south will also fair well," PepsiCo India Executive Vice President (flavoured drinks) Alpana Titus said.

The product will be available at Rs 10 and Rs 15 for 300ml and 350ml respectively, the firm said, adding that it will be packaged in a glass-bottle, non-returnable plastic bottles and tetra packs. With this launch, the firm is trying to break into the 99 per cent unpackaged segment, in which it finds tremendous potential.

It has doubled its investment to Rs 1,000 crore in to this segment. Moreover, according to Titus, the non-carbonated beverages have almost doubled in terms of growth in the last few quarters, leaving ample scope to venture with new offerings.