

The Sunday Statesman

said the drink would be initially made available in top metro cities. "India is going through a fitness revolution... There is a huge need for an instant and optimal rehydration solution," Ms Geeta Verma, executive director, innovation and business development, PepsiCo India, said. **sns**

Pepsico India

NEW DELHI, 27 MARCH: PepsiCo India has announced its entry into the powder category with the launch of Gatorade Sports Mix. A company statement issued here said the drink is becoming popular with the sport and fitness loving Indian youth. It