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THE ASIAN AGE

Pepsico, Unilever renew ties

FOOD AND beverages major PepsiCo and FMCG giant Unilever are reviving their joint venture in India by re-introducing their global product, 'Lipton Ice Tea', in the country. The JV's Indian arm has launched two new flavours of the ready-to-drink ice tea, after it was withdrawn around seven years back when the JV entered the country. A PepsiCo India spokesperson said the JV is re-introducing the product as the current market is favourable for such items, with increasing awareness. "Ice tea is a niche, but fast-growing category. Young urban adults are looking at healthier options such as ice tea. In fact, even within ice tea, consumers are accepting green ice tea as a healthier option, he added.