

News monitored for: Pepsi - Corporate



PepsiCo, Unilever tea JV

Food and beverages major PepsiCo and FMCG giant Unilever are reviving their joint venture in India by reintroducing 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 The JV's Indian arm has launched two new flavours of the ready-to-drink ice tea, after it was withdrawn around seven years back when the JV entered the country.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 reintroducing the product as the current market is favourable for such items.