

News monitored for: Pepsi - Corporate

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PepsiCo brings sugar-free 'Pepsi Max'

New Delhi: In a bid to go beyond 'Youngistan' and attract older consumers, soft drink major Pepsico India on Monday introduced its global sugar-free cola brand, 'Pepsi Max'.

The new product will be in addition to the existing 'Diet Pepsi', which is marketed as a low calorie cola drink. "It is a strategic introduction. We are providing more options in the diet cola category. While Diet Pepsi is for the youth, with the new product (Pepsi Max), we are targeting young adults aged 25 years old to 35 years old," PepsiCo India executive director (marketing) Punita Lal said.

Asked if Diet Pepsi will be discontinued with the launch of the new product, she said: "We will wait and watch. It (Pepsi Max) will definitely cannibalise Diet Pepsi." She said Diet Pepsi will continue to be in the the market. ¶