

News monitored for: Pepsi - Corporate

# Business Standard

## **PepsiCo launches Pepsi Max**

Food and beverage giant PepsiCo India on Monday launched Pepsi Max, a no-sugar, low-calorie beverage that will be made available in markets from August 6. Priced between Rs 15 and Rs 25, Pepsi Max will come in edgy black packaging comprising cans and PET packs. The 250 ml slim can is priced at Rs 15, while the regular can (330 ml) and PET bottle (500 ml) will come for Rs 25. Initially, Max would be available in Delhi and NCR. Over the next three months, Pepsi Max will be introduced in a phased manner in the rest of the country.

**BS REPORTER**