

News monitored for: Pepsi - Corporate

Mint

PepsiCo launches new sugarless cola

New Delhi: PepsiCo India has expanded its product portfolio with the launch of Pepsi Max, a sugarless cola brand with a stronger taste. This is the company's third cola brand after Pepsi Cola and Diet Pepsi. Targeted at health-conscious consumers in the 25-35 years age group, the cola will initially be available in New Delhi and its suburbs before being rolled out in other urban areas.

The branded beverages market in the country is estimated to be Rs10,000 crore. **RASUL BILAY** ●