

News monitored for: Pepsi - Corporate

THE ECONOMIC TIMES

PepsiCo rolls out Pepsi Max cola

NEW DELHI: Beverage and snacks maker PepsiCo on Monday announced the formal launch of its new cola brand, Pepsi Max. The company has positioned it as a cola with 'more fizz and no sugar', and is targeting the brand at 25-35 year-old urban males. PepsiCo ED (marketing) Punita Lal said: "Pepsi Max has driven growth and rapidly built market share internationally. With this brand, we are creating a new segment in colas leading to category expansion".—Our Bureau