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Pepsi's new 7UP variant

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PepsiCo India has launched a new variant of its 7Up range - *nimbu paani* in the Tamil Nadu market. The product, "with no fizz or artificial flavours" comes in 200 ml returnable glass bottles, 350 ml PET bottles and 200 ml cartons priced at Rs 10, Rs 15 and Rs 10, respectively. According to Mr Pratik Pota, Executive Director, South Market Unit, PepsiCo India, Tamil Nadu has been critical to the company's operations in the South. He said the company has drawn up an intensive consumer activation campaign to market Nimbooz by 7Up in the State. The company will explore sampling initiatives in major cities and towns in the State. — **Our Bureau**