

News monitored for: Pepsi - Brands



SLICE, AAMSUTRA AND INDULGENCE

Slice has been in the Indian market for quite sometime now. How has the brand grown over time?

Launched in 1993, Mango Slice is PepsiCo's largest brand in the juice & juice drink portfolio. It has a comprehensive national presence and has grown powerfully since its re-launch in 2008. The brand continues to enjoy strong growth in the juice-based drinks category and is well loved by consumers.



Homi Battiwalla, Category Director
- Colas, Hydration and Mango Based Beverages, PepsiCo India

What is the USP of Slice as compared to Frooti, Maaza and other fruit-based drinks?

The USP of Slice stems from its delicious and authentic mango taste. It offers the indulgent mango experience and the pure pleasure of enjoying mangoes. Our positioning is centred around mango indulgence, brought to life by the popular Aamsutra campaign.

How has the Aamsutra campaign helped in better branding and positioning for Slice?

The concept of Aamsutra has created a distinct identity for the brand in the category and has been well received by consumers. The whole concept of the Aamsutra campaign is to bring alive the sensorial, highly pleasurable experience associated with enjoying this fruit. The Slice campaign is known for its distinct imagery and this year's new campaign themed 'Ab Ras Barsega', celebrates the joy and abundance of mangoes in the form of 'Ras Ki Holi'. The campaign has a totally new Indian look and feel and takes the Slice experience of mango indulgence to another level. In terms of a differentiated positioning, we intend to own the platform of pure mango pleasure. We are confident that this new campaign will create further consumer connect, thus driving consumption.

"Slice is PepsiCo's largest brand in the juice drink portfolio"

What has been the response to the product in tier 2 and tier 3 cities and rural areas?

Rural consumers have access to Slice, and other PepsiCo products. We continue to make aggressive investments in rural markets and tier 2 and tier 3 cities, to ensure high consumer connect and product availability. Rural markets and smaller towns are contributing to the maximum growth for Mango Slice and will continue to do so in the years ahead.

Where do you place yourself in terms of increased competition in this space?

Slice is one of our fastest growing brands and has a fantastic consumer acceptance. However, as a policy, we don't comment on competition. 