

News monitored for: Pepsi - Corporate

## The Financial World

### PepsiCo eyes small towns with 7UP

**NEW DELHI:** With an eye on strengthening consumer base in smaller towns besides penetrating deeper into cities, PepsiCo is giving its lemon flavoured drink '7UP' an image makeover with a new logo and marketing communication.

"We are coming up with new brand identity, logo and totally different communication. It will completely redefine our positioning of 7UP. Through the new communication, we want to strengthen the Indian connection with the brand," said Ruchira Jaitley PepsiCo India Executive Vice President (Marketing-

Beverages). The product will now have a new tagline '*Dil Bole I Feel Up*'. The firm said the "new brand philosophy will celebrate India's optimism and positive attitude".

Earlier the brand's marketing communication had the punchline '*Gussa Hatao*

#### **The firm goes for a major rebranding of a product every three-four years**

*Chill Machao!* Jaitley said the idea behind the new packaging and communication is to make the brand more 'Indian' in terms of its positioning and increase its connection with the masses.

7UP was launched in India in 1990. The company goes for such major rebranding of a product after every three-four years. At present, the product is available in the market in various pack sizes ranging between from 200 ml and 2.5 litre at price points starting from ₹7 and ₹63.

"Today, 7UP is present in every single city. Not just getting into more smaller towns, we will increase penetration in the existing cities" she said. - PTI