



Pepsi plans 300-ml Aquafina

With an aim to scale up volume in the bottled water segment, beverages giant Pepsi plans to roll out its Aquafina brand in small pack of 300 ml priced at Rs 5. After test marketing in Mumbai, Pepsi is now looking to launch the small-sized bottled water in other cities too. "We have recently test marketed the Aquafina 300 ml priced at Rs 5 in Mumbai successfully. We will be looking at leveraging this unique penetration driving pack further in select markets of India in 2009," Pepsico executive director (marketing) Punita Lal said.