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Pepsi keen to take Nimbooz across India

Our Bureau
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LEADING food and beverages company PepsiCo India plans to scale up distribution and the presence of Nimbooz, its packaged lemon juice drink and aggressively drive trials to popularise the product. PepsiCo India intends to make Nimbooz available nationally by end of September-October by covering remaining markets like Madhya Pradesh, Bihar, Orissa and coastal India.

Launching Nimbooz in Kolkata on Monday, PepsiCo India executive vice-president (flavours) Alpina Titus said: "West Bengal is a priority market for us. In markets like North, West and South India, we are already generating great scores on awareness trials and repeat purchases."

According to Ms Titus, with Nimbooz, the company has created a different playing field. While declining to give projected sales targets, she said: "We want to gain a share from the un-packed category, which at 1 billion eight ounce cases, is about twice the total CSD (carbonated soft drink) business. We need to be innovating and be present in more businesses relevant to the Indian customer."

She added: "We have plans to scale up capacities and even launch variants in the future. But for now, we intend to drive trials very aggressively. We are planning to use the Puja as a platform to carry out more sampling activity."