

News monitored for: Pepsi - Brands

Business Standard

PEPSICO REVIVES DUKE'S SODA IN MUMBAI

Cola major PepsiCo is relaunching Duke's soda in Mumbai after it was taken off shelves almost seven years ago. Duke's will be relaunched in four flavours in the city including raspberry, masala soda, gingerade and ice-cream soda.

According to Deepika Warriar, Pepsi's director, marketing, beverages, the new range will help the firm strengthen its regional presence. A 200-ml bottle of Duke's will cost ₹10, while a PET will cost ₹ 25.