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THE HINDU
Business Line

PepsiCo re-launches Duke's in Mumbai

Press Trust of India

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Food and beverages major PepsiCo India today said it is re-launching the Duke's range of beverages in Mumbai seven years after stopping its sales, and intends to take it across India depending on market response.

"We have just launched Duke's in Mumbai. We will look at the response in the Mumbai market and then accordingly decide about launching it in the rest of the country," PepsiCo Beverages India Executive Director - West Market Unit, Mr Sanjay Mishra, told PTI.

FLAVOURS

The company that had stopped selling the brand in 2004 plans to re-launch Duke in four flavours — raspberry, masala soda, gingerade and ice cream soda in 200 ml retro style returnable glass bottles for Rs 10 and a 500 ml PET bottle for Rs 25.

Speaking about the launch, PepsiCo India Director, Marketing, Beverages, Ms Deepika Warriar, said, "Duke's much-celebrated flavours were once part of every

Mumbaikar's life and we are extremely pleased to bring these back this festive season."

With the addition of this new range of beverages to the company portfolio, PepsiCo is looking forward to further address pockets of opportunity and strengthen regional presence, she added.

With the backing of the company's robust distribution setup, easy accessibility at the right price, the company is confident that Duke's would be back as a household name in Mumbai, Ms Warriar added.

Duke's Raspberry is already available in the Mumbai market and other flavours will be available in the next few weeks, the company said.

SPIRIT OF MUMBAI

PepsiCo said that being a 100-year-old brand from Mumbai, the new Duke's range represents Mumbai's spirit, which is a strong mix of tradition and modernity.

"It celebrates the heritage of Mumbai and echoes the same values of energy, strength and effervescence," the company added.