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Opportunities unlimited: The Head of Pepsi Licence programme for License India, Ms Sally Barnes, at the launch of Pepsi licensing and merchandising products in India, in the Capital on Wednesday. — Kamal Narang

PepsiCo to launch lifestyle merchandise

Bindu D. Menon
New Delhi, Sept. 16

Boosted by the success of its licensing programme globally, beverage major PepsiCo will shortly roll out its range of merchandise in India.

The company, through License India, will identify opportunities for Pepsi, 7UP and Mountain Dew brands to sell licensed merchandise across categories including apparel, footwear, accessories and sporting goods.

License India, via an agreement with global brand licensing agency, Bradford

Licensing LLC, will be working with manufacturers and retailers to create merchandise that are genuine extensions of the PepsiCo brand.

PepsiCo draws a revenue of \$ 400 million in retail from its merchandise business globally. "We estimate this to touch \$568 million by 2010," Ms Sally Barnes, who is heading the Pepsi Licence programme for License India, told *Business Line*.

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