

News monitored for: Pepsi - Corporate



PepsiCo, HUL to relaunch Lipton ice tea

TIMES NEWS NETWORK

Mumbai: In an attempt to capture the fast growing packaged ice tea market in India, cola major PepsiCo and consumer goods company Hindustan Unilever (HUL) have revived their joint venture (JV) partnership in the country. The JV's Indian arm is re-introducing the Lipton ice tea brand after having pulled the plug on it seven years ago. Industry estimates say the ready-to-drink ice tea industry is growing in triple digits. In-

terestingly, last year PepsiCo's rival Coca-Cola along with its JV partner Nestle had launched its ice tea brand Nestea.

"It is not a reactionary move as the product was in the works for a while. Lipton is a familiar and trusted

JV REVIVED
brand name in India. With the combined distribution strength of HUL and PepsiCo we believe we are well positioned to tap this growth potential," said a PepsiCo

spokesman. PepsiCo, which enjoys a strong reach in the traditional ready-to-drink beverages channel, and HUL, which has an expertise in modern trade and the grocery channel, will combine their distribution might to market the product.

Lipton ice tea was launched in India in 2004 and withdrawn in a year. PepsiCo said that it turned out that the product was ahead of its time. The launch of the Lipton ice tea is another addition to PepsiCo's growing portfolio of

healthy offerings.

PepsiCo has launched the product in the PET format in the Delhi NCR region while HUL has launched it in modern trade outlets in the top 28 cities across India. HUL will also introduce the tetra and powder formats. Priced at Rs 25 for a 350 ml PET bottle, Lipton ice tea will be available in two variants: green tea in mint and lemon flavour and black tea in lemon flavour. The powder will be priced at Rs 85-95 for 250g. The Tetrapack will be priced at an introductory offer of Rs 70-75.