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# THE ECONOMIC TIMES

## **PepsiCo, Unilever Revive Lipton Ice Tea JV in India**

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PepsiCo and FMCG giant Unilever are reviving their joint venture in India by re-introducing their global product, 'Lipton Ice Tea', in the country. The JV's Indian arm has launched two new flavours of the ready-to-drink ice tea, after it was withdrawn around seven years back when the JV entered the country. A PepsiCo India spokesperson said the JV is re-introducing the product as the current market is favourable for such items, with increasing awareness. "Ice tea is a niche, but fast-growing category. In particular, young urban adults are looking at healthier options such as ice tea," the spokesperson said.