

News monitored for: Pepsi - Corporate

THE HINDU
Business Line

**PepsiCo, Unilever revive
Lipton Ice Tea venture**

Press Trust of India

New Delhi, June 6

Food and beverages major 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The JV's Indian arm has launched two new flavours of the ready-to-drink ice tea, after it was withdrawn around seven years back when the JV entered the country.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.