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Pepsi's plans pay

Soft drink company's non-carbonated and carbonated beverages are growing at the same pace, reports Jayashree Maji

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PepsiCo's drinks go head to head

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THE past three years have been robust for the non-carbonated beverage brands of PepsiCo India. While non-carbonated beverages have witnessed a growth rate of 35 per cent year-on-year, carbonated beverages too have been clocking strong growth. This is probably the first year when it has become difficult to say which segment is doing better.

The company has put aside a sizable amount of investment to grow the non-carbonated beverage segment, which constitutes water, juices and juice-based drinks.

PepsiCo has lately strengthened its position in the fruit drinks sector with new marketing initiatives. Talking about the company's strategy, Homi Battiwala, business head, juice and juice drinks, PepsiCo India, said, "Since 2006-2007 onwards, there have been an accelerated growth in juices and the juice-based drinks segment. Consumers have become health conscious and are seeking variety."

Battiwala said both the carbonated and non-carbonated segments are growing at the same pace. "Recently, we also have



On growth path

■ PepsiCo has strengthened its position in the fruit drinks sector with new marketing initiatives. Since 2006-07, there have been an accelerated growth in juice-based drinks

■ The company wants to invest a large portion of its Rs 1,000 crore investment to beef up its non-carbonated beverage segment

launched Tropicana 100 per cent, which is a niche category. But this category is not about market share," he said. There are other new players, such as Parle and Dabur, who have entered the 100 per cent juice segment this year with their Saint and Real brands respectively.

Meanwhile, Battiwala also said PepsiCo India is making an investment of Rs 1,000 crore this year and a large part of it would go towards non-carbonated beverages for manufacturing and in developing new lines.

Pepsi kick-started 2009

with its new Slice campaign featuring brand ambassador Katrina Kaif in a new avatar. In addition, PepsiCo India has been generating buzz through a 360-multi-media campaign for its other brands such as Nimbooz, Tropicana Twister and Tropicana 100 per cent juices.

PepsiCo had revised its investment plan made in 2008 during the visit of its global chief Indra Nooyi who announced an investment of Rs 2,300 crore in the domestic market by 2011.

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