

News monitored for: Pepsi - Corporate

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Pepsi Max comes to India

PepsiCo India has launched its premium cola brand-'Pepsi Max'. "With this launch, Brand Pepsi further strengthens its imagery leadership in the cola category by offering its consumers a beverage with a higher cola kick, more fizz, punch and an added advantage of 'no sugar'," said Punita Lal, executive director, marketing, PepsiCo India.



Pepsi Max will be available in an iconic, cool and edgy black packaging comprising of can and PET packs. The 250ml can is priced at an introductory price of Rs 15, the 330ml can is priced at Rs 25 and the 500ml PET pack is also priced at Rs 25.