

News monitored for: Pepsi - Corporate



Pepsi Max now in India

Special Correspondent

NEW DELHI: Global beverage giant PepsiCo on Monday launched its international premium cola brand 'Max', widening its product portfolio in the Rs.10,000-crore branded beverage market in India. Pepsi Max will be available in iconic black packaging comprising can and pet bottle available at Rs.15 (250 ml can), Rs.25 (330 ml can) and Rs.25 (500 ml pet bottle).

"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'. Pepsi Max will soon become a 'cool reference brand' for young adults while heralding a new segment in the cola category leading to category expansion," PepsiCo India Executive Director (Marketing) Punita Lal told journalists here. Pepsi Max would be launched in a phased manner in India, starting with Delhi and its adjoining townships, and be gradually extended to other markets in the coming months, said Ms. Lal.

Pepsi Max was first unveiled in the U.K. and Italy in 1993 and has since then introduced in 40 countries.