

News monitored for: Pepsi - Corporate

Pitch

The Duke is back

After seven years, PepsiCo is getting Duke's flavoured beverage back into the Mumbai market with its four flavours – Raspberry, Masala Soda, Gingerade and Ice cream Soda in 200 ml retro style returnable glass bottles for ₹ 10 and a 500 ml PET bottle for ₹ 25.

Speaking on the relaunch, Deepika Warrier, Director Marketing – Beverages, PepsiCo India, said, "Duke's much-celebrated flavours were once part of every Mumbaikar's life and we are extremely pleased to bring these back this festive season."

The marketing and advertising campaign for Duke's involves a lot of on-ground activities, besides initiative in the digital space

and posters to get great visibility. The market targeted currently is only Mumbai to start off with the launch. Later on, the company has plans to sell the product in other cities too.

With the addition of this new range, PepsiCo is looking forward to further address pockets of opportunity and strengthen its regional presence. Backed by a robust distribution set-up, easy accessibility at the right price and smart below the line support, PepsiCo is confident that Duke's will be back as a household name in Mumbai.

"I have no doubts in my mind that Duke's flavoured beverage is going to do very well in Mumbai," affirmed Sanjay Mishra, Executive Director–West Market Unit, PepsiCo Beverages, India. ■

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