

Coca-Cola launches no-sugar variant of Thums Up

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Originally introduced in 1977, Thums Up was acquired by The Coca-Cola Company in 1993. As of this summer, Coca-Cola India will start selling the brand in Bangladesh, Nepal, Bhutan and Sri Lanka.

To connect with its core drinkers, Coca-Cola India has unveiled a creative marketing campaign in association with Marvel. The cans and PET bottles of Thums Up Charged no sugar feature illustrations of four Marvel Avengers super heroes.

Vijay Parasuraman, vice president of marketing at Coca-Cola India and Southwest Asia, added: "Last year, we introduced Thums Up Charged to celebrate the forty thunderous years of the iconic brand Thums Up and were elated to see the love amongst our consumers.

"We are now eager to take the iconicity of this brand to the next level with Thums Up Charged no sugar and recruit more consumers in our journey to make Thums Up the first home-grown billion-dollar beverage brand. The no-sugar, no-calorie variant is aimed at consumers who want to balance their sugar intake and enjoy their favourite drink as well.