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Beverage companies go rural to push healthier drinks

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Along with PepsiCo, companies, including Gujarat-based Manpasand Beverages, Dabur and Bisleri have started packing juices and juicebased drinks into small affordable PET bottles for rural consumption. Traditionally, sugary fizzy drinks priced at Rs 10 were mainstays in rural and semi-urban markets.

PepsiCo, which just launched juice-based drinks under the Slice brand has partnered with Ravi Jaipuria-led Varun Beverages to increase its reach in rural and semi-urban areas. It aims to double sales of its juice brand Tropicana by 2020 and is shifting away marketing money from its main carbonated brands.