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Coca-Cola India launches Zero sugar Coke

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coca-cola-india-launches-zero-sugar-coke

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Coca-Cola India, one of the leading beverage companies in the country, announced the launch of Coca-Cola Zero – one of its most successful and significant global innovations on October 7 in Agra. The product launch takes forward the company's commitment to offer consumers more hydration and refreshment choices, and allow consumers in India to savor the 'Great Coke Taste, with Zero sugar'.

With the launch of this product in Agra, consumers now have a wider choice of Coca-Cola products spanning from Minute Maid range of juices to Maaza and from Limca to Thums Up and Coca-Cola in the sparkling segment. The Company's portfolio also includes the Kinley packaged water brand, Georgia range of tea and coffee, BURN energy drink and other products.

Talking about the launching the new product, Paritosh Ladhani, Executive Director, Brindavan Agro Industries, Agra (Franchise Bottlers of The Coca-Cola Company in India) said, "We're very excited to launch Coca-Cola Zero in Agra. This launch is a part of our constant effort to offer more hydration and refreshment choices to the consumers. There is a growing demand for greater choice by today's aspirational Indian consumer with a high global exposure. Coca-Cola Zero is a great proposition, as it will not only add to the wide product portfolio offered by Coca-Cola India but will also appeal to the evolved Indian consumers. But the best part is that now Indian consumers will get the same great Coke taste without the sugar."

Coca-Cola Zero will be available in 300 ml cans, priced at Rs 30 and the 600 ml PET priced at Rs 35. Coca-Cola Zero will be manufactured by Moon Beverages, Coca-Cola's franchise bottling partner in India.

Talking about the launch, Bhupendra Suri, Vice President – Franchise Bottling Operations, Coca-Cola India said, "Coca-Cola Zero one of The Coca-Cola Company's most successful innovations and has been very well received by consumers across 148 countries. We expect that Coca-Cola Zero will hit all the right notes with consumers in India. To ensure that we reach our consumer-base in Agra, we will be rolling-out an extensive sampling activity and aim at reaching out to

over two thousand consumers in the city across multiple touch points”.

Read online: https://nuffoodsspectrum.in/news/30/10563/coca-cola-india-launches-zero-sugar-coke.html
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