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PepsiCo India launches hydration brand Gatorade in J&K

Gatorade will be available in all three flavours: Blue bolt, Orange and Lemon

By **Shraddha Warde** | June 17, 2024



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PepsiCo India is expanding its beverage offerings in Jammu & Kashmir by launching its iconic hydration brand, Gatorade for the first time in the market. Gatorade is known for its commitment to inspiring young individuals to lead active lifestyles and reinstating hydration's important role in helping them unlock their full potential. Gatorade will be available in Jammu & Kashmir in all three flavours: Blue Bolt, Orange, and Lemon.

With the rollout of Gatorade across Jammu & Kashmir, PepsiCo India will further the brand’s ongoing 'Sweat Makes You Shine’ messaging and campaign in the state. Beyond refuelling audiences physically to combat dehydration, Gatorade will inspire all consumers with the confidence and self-belief they need to achieve peak performance.

The launch of Gatorade was celebrated by a marquee event in Jammu in the presence of renowned personalities including Vivrant Sharma, Ajay Sharma, Head Coach, Seniors of JKCA, Brig. Anil Gupta is a Jammu & Kashmir Cricket Association (JKCA) member, and Shubham Khajuria is the current captain of the Jammu & Kashmir cricket team and a former India U19 player. The event also welcomed PepsiCo India leadership and Anurag Jaipuria, Owner- of Jai Beverages Pvt. Limited. These designated guests engaged in a conversation highlighting Gatorade's role in hydration and maintaining an active lifestyle, positioning it as the preferred choice for athletes and fitness enthusiasts.

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