

News monitored for: Pepsi - Brands

Hindu Business Line

7UP Star launches Allu-Season II

Our Bureau

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7UP, part of PepsiCo, today announced the launch of 7UP star with Allu-Season II, a popular dance-based consumer engagement initiative, promising more excitement.

The new season of 7UP star with Allu contest is in continuation of the brand's constant endeavour to engage with its millions of consumers across the South Indian market.

The contest is open for all dance enthusiasts. The auditions for 7Up Star with Allu open across eight cities of Andhra Pradesh besides Bangalore in Karantaka. The contestants will be judged based on their dancing skills. Seven shortlisted and handpicked contestants will get a chance to work on an exclusive video with Allu Arjun.

Ms Ruchira Jaitly, Executive Vice-President, Marketing, (Beverages)-Flavours, PesiCo India, said South India



Targeting the young: Ms Ruchira Jaitly, Executive Vice-President , Marketing (Beverages) -Flavours , PepsiCo India, launching the '7UP Star Season 2' in Hyderabad on Tuesday. — P.V. Sivakumar

in general and Andhra Pradesh in particular are important markets for 7UP and Nimbooz, both growing at healthy double digit rate. The focus now is on consolidation in this market.

Telugu star Allu Arvind said that his association with 7UP has brought him closer to mil-

lions of his young fans. He is keenly looking forward to continued association with 7UP and his fans through this contest.

This campaign will be supported by integrated activation comprising of outdoor, digital, radio, flats among others.