

News monitored for: Pepsi - Corporate

## Actor Ranbir Kapoor to be Lay's Brand Ambassador



**NEW DELHI** Beverages and foods major PepsiCo India is extending its association with Bollywood actor Ranbir Kapoor, who will now also endorse the company's snack brand Lay's. Ranbir, who has been the brand ambassador of soft drink Pepsi since 2008, will feature in a brand new campaign of Lay's, PepsiCo India said in a statement. Commenting on the development, PepsiCo India's Foods Category Director (Western Category) Gaurav Mehta said: "We believe that this association with Ranbir will enable us to take our brand philosophy to new heights as we expand our reach to India's youth." On his new assignment, the actor said: "It is such a popular and universally loved brand and I am excited to be associated with Lay's. As a brand, Lay's stands for youthfulness and spontaneity and seeking simple joys in life's ordinary moments." While Ranbir becomes the face of the new campaign, actor Saif Ali Khan will continue to endorse Lay's. PepsiCo India had launched the Lay's brand in India in 1995 and has emerged as one of the company's top brands in the country. Apart from international flavours, the company also offers local Indian flavours in the product range.