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COLA GIANTS ROPE IN CHAND FOR AD CAMPAIGN

AGE CORRESPONDENT
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Delhi cricketer Unmukt Chand has been roped in by a leading soft drinks manufacturer as their brand ambassador following in the footsteps of some of the star India players.

Chand, who is currently representing Delhi in the domestic one day tournament, will be seen in Pepsi's 'Oh Yes Abhi!' campaign focusing on youth.

The campaign which was first aired on Friday sees Chand featuring alongside India skipper M.S. Dhoni, Virat Kohli and Suresh Raina.

"Pepsi is an iconic youth brand that has always celebrated young India's aspirations, dreams and attitudes. As a cricketer and a youngster, I can relate to the Oh Yes Abhi! spirit of the brand. For me, this is not a regular endorsement deal, but my commitment to Indian cricket fans of always trying to take my game to the next level," Chand said.

"Our latest campaign takes forward the 'Oh Yes Abhi' philosophy and brings alive Unmukt's impatient moments in his first ever ad-film with Dhoni, Kohli and Raina. The film showcases the young emerging star impatient to be a part of the India cricket team which exemplifies our positioning in a fun and exciting manner," Homi Battiwalla, senior director (marketing), Pepsi, said.