

News monitored for: Pepsi - Brands

ET madras PLUS

CROWNING DATE



Under'. Every Slice crown will contain a mobile number under it. Consumers will have to try calling the number, and if lucky, can go on to win a date with actress Katrina Kaif, the brand ambassador of Slice. The contest that is on until March 31 will ensure that a winner is picked each day until it ends. Those who do not win a date, can also win collectible Slice merchandise or a personalised digital wallpaper. This promotion is valid only on 220 and 250ml glass bottles.

Slice, a popular soft drinks brand, has come up with an interactive promotion called 'Katrina Ka Number, Crown Ke