

News monitored for: Pepsi - Brands

## Dance on with the Power Star

### Express News Service

**Bangalore:** Dance enthusiasts now have a new platform to showcase their dancing talents with 'Dance On', which promises to be a package of fresh talent, infectious enthusiasm and spectacular dance performances.

Spread across 13 cities in Karnataka, Tamil Nadu and Kerala; Dance On, which is the latest campaign of a popular beverage, for which they have appointed Puneeth Rajkumar as the brand ambassador, offers a total prize money of ₹51 lakh.

Dance enthusiasts can register by getting seven PET labels or crowns of the

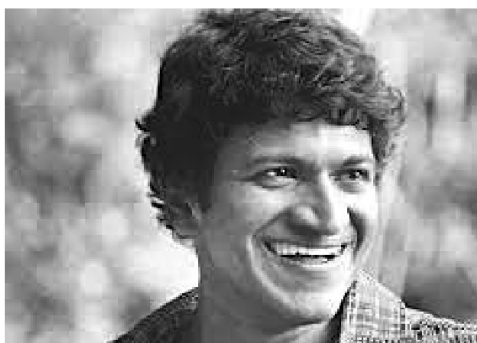
beverage drink at their city auditions and participate in teams of three or more.

Short-listed teams will compete at the regional auditions that will be held in Chennai and Bangalore to qualify for the grand Finale.

The finale will be held in Chennai and will be judged by actors and brand ambassadors, Simbu and Puneeth.

Expressing his thoughts about 'Dance On', actor and brand ambassador Puneeth Rajkumar said, "Dance On is refreshing and empowering.

No matter what you are or what you do, Dance On will unleash the dancing spirit



Puneeth Rajkumar has been appointed the brand ambassador for the beverage

in you. For all those who are passionate about dance, this is a great opportunity to

showcase their talent and is bound to attract enthusiastic participation.

The feel-good campaign aims at infusing positivity and freedom of expression through dance. I can't wait to

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see everyone to put on their dancing shoes and show me their dance moves." Speaking about Dance On, Ruchira Jaitly, Director - Marketing of the beverage company

said "Dance On takes forward the brand philosophy of 'I Feel UP' to the next level of 'Uptimism'. With a unique dance platform and the delightful TVC featuring Puneeth, we are confident Dance On will resonate well with all dance enthusiasts.

On having the state's very own Power Star as the brand ambassador she added, "Puneeth has many talents, infectious energy and a positive attitude. He is a perfect match to highlight the brand's positioning of a cool, refreshing drink. We look forward to the partnership and are confident that it will bring alive India's 'uptimistic' youthful spirit."