

Dew and Dare with Hrithik Roshan

New Delhi. PepsiCo's Mountain Dew dares consumers to look their worst fear in the eye as the brand unveils its inspiring brand campaign featuring Bollywood's youth icon, Hrithik Roshan. The new Mountain Dew commercial created by Agnello Dias of Taproot India and directed by the Cannes Gold-winning director, Prakash Varma is all about embracing courage and overcoming one's apprehensions; embodying the brand's philosophy of 'Darr se Mat Daro, Darr Ke Aage Jeet Hai'. Set to go on air on March 25th 2013, the exciting film will see Hrithik facing his fear of the deep blue sea and taking a plunge into the icy waters from a cliff.