

Campaign India

Dew to partner KXIP
Kings XI Punjab (KXIP) has appointed Mountain Dew as their official beverage partner for the third edition of the IPL. With this, Mountain Dew will be at the drinks break for every home game for KXIP and would also have their logo on the jerseys. Earlier a cement manufacturer - ACC Cements and a new entrant in the mobile phone segment - Aroma mobiles, had announced its association with the team from Punjab.

