

News monitored for: Pepsi - Brands

## Business Line

*'Dil Bole I Feel UP'*



Actor and brand ambassador Sharman Joshi with Ms Ruchira Jaitly, Executive Vice-President- Marketing, Beverages (Flavours), PepsiCo India, at a press conference to announce the new positioning for 7Up and Nimbooz in Chennai on Wednesday. 7Up now gets a new brand identity and logo and will also carry a new tagline - Dil Bole I Feel UP. 7Up's sub-brand Nimbooz too gets a new brand identity and packaging. Ms Jaitly said the new brand positioning and the communication is to connect better with India and its optimism. According to her, for PepsiCo, 7Up is the second largest brand after Pepsi Cola. — Bijoy Ghosh