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Page Name: Screen  
Size: 165 sq. cm  
AVE: INR 346,068

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Kolkata - Mar 30, 2013

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#### **WHO'S THAT?!**

Yes, that's RANBIR KAPOOR in the new Pepsi ad. All set to premiere on April 3 with the Kolkata Knight Riders vs Delhi Daredevils match at the Eden Gardens, the new ad from the soft drink major — which takes over from DLF as the title sponsor of the IPL this year — has the Kapoor *beta* as a nerd, complete with dental braces, flat hair, oversized glasses and a '90s-style chevron moustache!

According to sources, many were in shock over Ranbir's drastic makeover when the actor was shooting for the ad in Mumbai's Film City recently, and even his fans couldn't recognise him.

While not much is known about the ad, Ranbir's character is said to be a cricket fan who is seen carrying a large briefcase-style bag and a yellow tiffin box.

"I play a simple man who likes to dress conservatively but is passionate about cricket, India and Pepsi IPL. You can call it my 'de-glam' look," said Ranbir.