

News monitored for: Pepsi - Brands

City Express

Football in a shorter format

Express News Service

Beverages major Pepsi has now decided to give football league format a boost by sponsoring T20 Football.

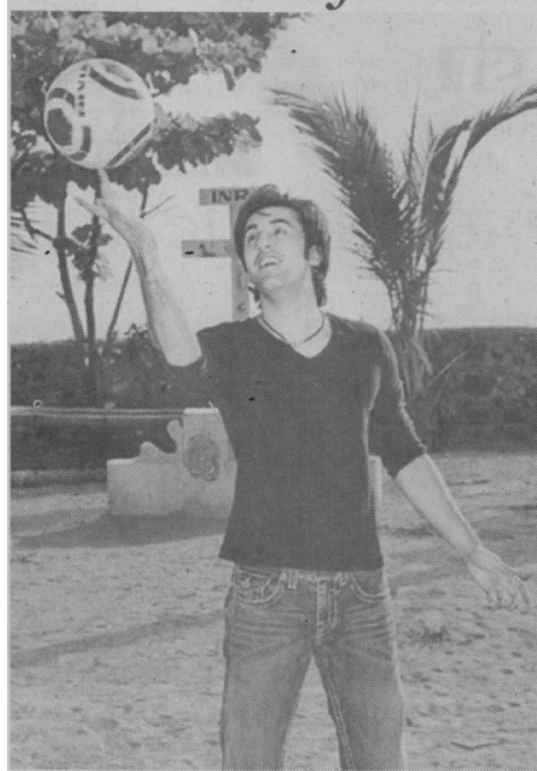
Pepsi T20 Football is a new format for amateurs, which combines the excitement and fun of T20 style of playing with the speed, thrill and spirit of football. Winners of this nationwide tournament will get a chance to play football against cricket stars from India.

The 'game changers' will also get an opportunity of being coached by an international football star.

Homi Battiwala, category director - Colas, hydration and mango-based beverages, said, "T20 Football tournament takes forward the philosophy of Change the Game by taking football outside the conventional domain and giving it a twist."

To be a part of the T20 Football campaign, amateur footballers between the age of 14 and 30 years can register in seven-member teams at designated venues. Open to all Indians, on ground registrations and matches will be organised across major Indian cities including Chennai, Bengaluru, Kolkata, Mumbai, Lucknow, Ludhiana and Delhi.

The registration process begins in Bengaluru on March 21 and will go on till March 27. Sixty four teams from each city will compete in knock-out style 20-minute matches and the top 32 will



TO REGISTER

For more information on participation details, rules and regulations of the T20 Football format, registration dates and venues, log on to www.facebook.com/pepsiindia or www.pepsichangethegame.com or call 08888866666. The registrations for Karnataka start from March 21 at select locations in Bengaluru.

compete in the respective city finales.

The city finale will be organised in a unique metallic cage at a public venue. A total of eight teams, including one winning team from each city and one wild card entry will compete to emerge as 'Game Changers'. They will then get the opportunity to be coached by an international football star before they face the cricket stars from India at the grand finale that will held later this year.