

News monitored for: Pepsi - Brands

BRAND AID

## Hrithik replaces Salman as face of Dew

AS NEW BRAND AMBASSADOR, ACTOR TO FURTHER ENHANCE VISIBILITY OF PEPSICO DRINK



**NEW DELHI:** Beverages and snacks major PepsiCo

India said on Friday that it has roped in Bollywood

actor Hrithik Roshan as the new brand ambassador for

its soft drink 'Mountain Dew'.

"We are proud to associate with Hrithik Roshan, who truly reflects the daring, bold and fearless persona of the brand and its consumers," PepsiCo India Category Director-Flavours Ruchira Jaitly said in a statement.

She added that the company is looking forward to a blockbuster summer and is confident that this partnership will be mutually

rewarding.

"I love pushing myself to the extreme and the brand's belief in this similar viewpoint proved to be an ultimate fit which I couldn't resist," Roshan said.

Mountain Dew, which is considered one of the country's fastest growing brands in the carbonated soft drink space, crossed ₹1,000 crore sales mark in 2011.

PepsiCo has been going for an aggressive expansion plan and increase the

Mountain Dew, which crossed ₹1,000cr sales mark in 2011, associates itself with a daring, bold and fearless persona

footprint of the product. The company had earlier appointed Bollywood actor Salman Khan as the brand ambassador for the brand in 2011 for a one-year period.

The company had announced signing up of Khan as brand ambassador for its Mountain Dew in December, 2010.

Khan had said, "When Mountain Dew approached me in 2010, their stated objective was to make it India's fastest-growing brand in the category. I am glad we were able to achieve this objective."

In 2012, the company did not appoint anyone as the brand ambassador.

Roshan has been roped in as the brand ambassador for the brand to further enhance its visibility across the country.

In the past, PepsiCo had phased out ageing brand ambassadors, including Shah Rukh Khan and Sachin Tendulkar, and brought younger faces like Ranbir Kapoor and Mahendra Singh Dhoni for Pepsi. —PTI