

News monitored for: Pepsi - Corporate

Hrithik to endorse Mountain Dew

Beverage major PepsiCo today announced that it has appointed Bollywood superstar Hrithik Roshan as its new brand ambassador for its lemony drink Mountain Dew. The actor echoes well with Mountain Dew's philosophy and exemplifies its 'can do' attitude, the company said in a statement. The actor "is a true embodiment of the brand's philosophy of 'Darr Ke Aage Jeet Hai', said Ruchira Jaitly, Category Director (Flavours), PepsiCo India. Mountain Dew crossed ₹1,000 crore sales in 2011 and is considered a fast growing brand in the carbonated soft drink market. **BS REPORTER**