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IPL a hit on social media

The Oh Yes Abhi (Pepsi) commercial topped the most popular TVC charts, while Zoozoos stood at No 2, according to a study done by MEC, together with analytics company Meritus. The study, the agency's second study around IPL, says when it comes to overall mentions among key advertisers from April 2 to 7, 2013, Pepsi reigns supreme. The study evaluates the mentions of the game and its associates on facebook, twitter, blogs and discussion forums. (afaqs.com)