



Slice of good times

PEPSICO's popular mango drink brand has kick-started the festive season with 'Slice Pure Pleasure Holidays' that gives consumers a chance to win all-expense-paid holidays to their dream European destinations like Paris, Vienna, Greece or Venice by looking under the label of Slice / Slice Mangola 500ml! The national promotion has started across markets except in Tamil Nadu with total holidays worth over Rs 1 Crore to be won. Announcing this initiative, Homi Battiwalla, Business Head, Juice & Juice Drinks, PepsiCo India informed, "Slice Pure Pleasure Holidays give mango lovers a once-in-a-lifetime opportunity to win tickets to exotic cultural European capitals. Since our re-launch in 2008, Slice has witnessed powerful consumer momentum and with our latest initiative we are confident of further strengthening our connect with our consumers."

