

News monitored for: Pepsi - Corporate

MTV to co-brand with PepsiCo for Indie music

OUR BUREAU

New Delhi, February 5

Viacom18 Media's youth channel MTV is set to launch a new co-branded channel, with snacks and beverages maker PepsiCo, called Pepsi MTV Indies. To be launched this month, PepsiCo will be the title sponsor of the channel for three years.

The channel will focus on showcasing international as well as Indian independent music and sub cultures such as independent films, art and comedy, and collaborate with independent labels and artists

This partnership coincides with PepsiCo unveiling its new product packaging, global logo and visual identity.

to produce original content.

The channel will be available in both high and standard definition with Dolby 5.1 surround sound and will be available across leading DTH and digital cable networks.

"We have always been listening to youth and believed in connecting with their passion

points. Music is a key youth passion point," said Homi Battiwala, Senior Director -Marketing (Colas, Juices and Hydration), PepsiCo India.

"This collaboration gives us a powerful end-to-end engagement platform. The music dynamics have evolved and there is a rise of independent musicians and artists making original content across languages in the country," he added.

Battiwala said this partnership comes at a time when the independent music revolution and sub-cultures such as comedy, independent films and al-

ternative art forms are on the cusp of evolution in India. This will give the brand an opportunity to connect with youth 365 days, 24 hours a day as well as give artists an accelerated platform to grow and fuel a revolution, he added.

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While he did not give specific investment figures, he said the company will look at synergies with its other partnership and sponsorships like the Indian Premier League.