

Mirinda offers gold this Pongal

Madurai, Dec.24

Mirinda, from the PepsiCo portfolio, has offered its customers an opportunity to win gold worth Rs 5,000 each, by simply keeping a bottle of Mirinda at their home. The company has launched a promotional campaign featuring actor Asin. Ms Alpana Titus, Executive Vice-President Marketing - Flavours, PepsiCo India, in a press release said, 'galatta squads' will visit households and if they find a Mirinda (any pack size) at home, they will reward the household with gold worth Rs 5000. There are 1000 gold coins to be won. As many as 900 winners will be selected through the galatta squad visit, and another 100 winners will be chosen from household visits organised by partner radio channel. —

Our Correspondent