

News monitored for: Pepsi - Brands

# Business India

## New campaigners



7UP, Pepsi's sparkling lemon brand, has roped in actor Sharman Joshi as its brand ambassador and Rajkumar Hirani, director of blockbuster *3 Idiots* to direct the brand's new television commercial. The theme of the new advertising campaign is *gussa hatao, chill machao*, and will consist of two TVCs and will go on air by the end of March. The on-air campaign will also be supported by an on-ground, outdoor and an online campaign. In the sparkling beverages space in India, 7UP comes in at number seven. Its competitor Sprite from the Coca-Cola camp ranks second in the sparkling beverages market. ♦