

News monitored for: Pepsi - Corporate

Pepsi *abhi* ready for summer

■ PTI
NEW DELHI

Gearing up for the summer season, global beverages and snacks major PepsiCo is bringing together Bollywood actors Ranbir Kapoor, Priyanka Chopra and Indian cricket captain MS Dhoni for a new marketing campaign as it looks to tap young consumers in India.

Commenting on the initiative PepsiCo India vice president marketing-beverages Deepika Warriar said the campaign is one of the company's biggest till date.

"With this and a host of exciting initiatives lined up over the next few months, brand Pepsi promises to ex-

cite and engage the entire nation. We are confident that it will enhance brand salience and imagery and have a positive rub-off on sales," she added.

The new marketing campaign, which will be launched across various mediums including radio and outdoors, would make its debut on television with its first commercial on February 1. With a tagline, 'Oh Yes Abhi', Warriar said: "(the campaign) is all about the impatient youth, who believe in making the most of the moment and therefore wants action right now."

The television commercial (TVC) is just one part of the larger activities which will be associated with this campaign, she added.

"This marks the beginning of a new



journey for Pepsi in India and will be followed by a series of innovative and exciting initiatives over the course of the year," the company said.