

News monitored for: Pepsi - Brands

THE HINDU Business Line

Pepsi's footie surprise for IndiGo flyers

May 31

Over 1500 passengers who travelled by IndiGo got a big kick when they got an extra piece of luggage – a football bag came along with their checked-in baggage. PepsiCo tied up with IndiGo for this initiative – part of its 'Change the Game' activation. The activity was organised



at the Bangalore, Mumbai, Hyderabad, Kolkata, Goa and Bhubaneswar airports. Mr Homi Battiwalla, Category Director - Colas, Hydration & Mango Based Beverages, PepsiCo India,

said, "Pepsi as a brand is known for creating clutter breaking campaigns. Our latest football campaign stands for all this and more. We are delighted to have associated with IndiGo Airlines to create this surprise, which showed that you need not be a fan to indulge in some football fun." Mr Aditya Ghosh, President, IndiGo, said, "IndiGo believes in keeping things simple, fresh, yet cool – and encouraging sports for IndiGoers is 'fresh n cool'. For us, the idea of surprising 6E passengers at the six busiest airports with Football kits was indeed an experience." – **Our Bureau**