

News monitored for: Frito Lay - Corporate

POURING RIGHTS
Pepsi to partner
8 IPL teams P. 5



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PepsiCo bags pouring rights for 8 IPL teams

Our Bureau

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PepsiCo is betting big this summer on Indian Premier League. Stumping its rivals, the firm, which clinched the title sponsorship of the cricket league earlier, has now sewed up a deal with eight IPL teams, bagging the team pouring rights (the exclusive rights given to a beverage maker to sell its products at a venue).

The food and beverage major will be the exclusive pouring partner for the upcoming Pepsi-IPL 2013 for Kolkata Knight Riders, Delhi Daredevils, Chennai Super Kings, Rajasthan Royals, Royal Challengers Bangalore, Pune Warriors India, The Sunrisers Hyderabad and Kings XI Punjab.

Media planners believe this will work out to be a "high cost" deal for PepsiCo India. Mona Jain, CEO, VivaKi Exchange, said the firm would get good mileage from its title sponsorship alone, but the pouring rights deal with eight IPL franchisees seems to be done to protect its title sponsorships and avert any ambush



Sip of success: The beverage major has got co-presenting sponsorship deal with MSM India (that owns SET Max), which is the official broadcaster of IPL. — V. Ganesan

marketing attempts from rival brands.

In a statement, the company said this deal gave it pouring rights at partner teams' home matches along with the title of the official beverage for the

eight teams.

The association will extend across all its brands that include Pepsi, Mountain Dew, 7UP, Mango Slice, Mirinda, Aquafina, Tropicana, Lay's, Kurkure, Aliva and Quaker

Oats. Gautham Mukkavilli, CEO, Beverages, PepsiCo, India Region, said, "At PepsiCo, we believe that winning the title sponsorship of IPL was just the beginning. We are committed to back it with smart, stra-

tegic and high-decibel marketing and activation plans."

"While activations with Delhi Daredevils will be led by Pepsi and Mountain Dew; Kolkata Knight Riders and Pune Warriors will be led by Pepsi; Rajasthan Royals and Kings XI Punjab by Mountain Dew; Chennai Super Kings, The Sunrisers Hyderabad and Royal Challengers Bangalore by 7UP," it said.

Besides exclusive pouring rights, the company said these associations also bring with it joint marketing association opportunities along with other benefits for both food and beverage brands.

Also, in a bid to leverage on its association with the league, it will be splurging on television. It has got the co-presenting sponsorship deal with MSM India (that owns SET Max), which is the official broadcaster of IPL. The company said that it was also working on a series of customised innovations with MSM to maximise its association with the broadcaster.

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