

IN BRIEF



PepsiCo's festive free talk-time offer

Love to stay connected with your friends over the phone? Always have more to say when your phone beeps of low balance? Cheer up as this season PepsiCo has the perfect deal for you and your friends...

Just grab any one multi-serve packs of PepsiCo beverages like Pepsi, 7UP, Mirinda Orange, Mountain Dew or Slice (offer valid on select pack sizes) and get a chance to redeem free talk-time worth ₹ 20 with every bottle (one mobile number can avail the offer only once during the offer period; other terms and conditions apply).

Speaking about the latest campaign, Deepika Warriar, Vice President - Beverage Marketing, PepsiCo India, said, "It's been an action packed year for us with Pepsi's new brand positioning, Oh Yes Abhi! that launched in January, and the Pepsi IPL that followed in April. With the festive season around the corner, this category experiences a significant increase in in-home consumption.

Therefore, we are confident that this campaign will not only enhance brand salience and imagery, but also trigger increased consumption."

To redeem the free talk-time, you can buy multi-serve packs of Pepsi, 7UP, Mirinda Orange, Mountain Dew or Slice and look for a unique code under the crown.

Register on www.freecharge.com with the unique code to get ₹ 20 talk-time free! The consumer can avail only one recharge per mobile number. The promotion is valid from now until January 31, 2014.