

DELHI SPECIAL

Delhi - Mar 26, 2013

Page No: 18
Page Name: Sports
Size: 42 sq. cm
AVE: INR 14,641

Type: Supplement
Language: English
Circulation: 40,000
Frequency: Daily

News monitored for: Pepsi - Corporate

PEPSICO INDIA BAGS POURING RIGHTS

New Delhi: PepsiCo India on Monday announced its association with eight out of the nine Indian Premier League teams as the 'Exclusive Pouring Partner' for the sixth edition of the tournament beginning April 3.

The company will have exclusive pouring rights at partner teams' home matches along with the title of the official beverage for the eight teams.

On securing the pouring rights, Gautham Mukkavilli, CEO, Beverages, PepsiCo India Region said, "At PepsiCo, we believe that winning the title sponsorship of Pepsi-IPL was just the beginning and we are committed to back it with smart, strategic and high-decibel marketing and activation plans that will help us maximise the tournament's potential."