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PepsiCo is 'Pouring Partner' for Eight IPL Teams

ENS Economic Bureau

New Delhi: After winning the title sponsorship of the Indian Premier League (IPL) last year, cola major PepsiCo India has tied up with eight out of nine IPL teams as the exclusive beverage partner for the sixth edition of the tournament that begins on April 3. So it will be a true blue cricket extravaganza this year.

For the 'pouring partnership', barring Mumbai Indians all the other teams in-



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— GAUTHAM MUKKAVILLI, CEO, PepsiCo India

cluding Delhi Daredevils, Chennai Super Kings, Rajasthan Royals, Royal Challengers Bangalore would have PepsiCo as their official beverage partner.

"We are thrilled to announce our association with the eight franchise teams and will continue to build a campaign that will change the face of sport sponsorships and activations in India," said Gautham Mukkavilli, CEO, PepsiCo India Region Beverages.

Last year, PepsiCo had won the title sponsorship of the IPL for the next five

seasons, starting 2013. "As official partner, the company will have exclusive rights at partner teams home matches along with the title of the official beverage for the eight teams," PepsiCo said in a statement.

Besides its popular cola, Pepsi will extend its association with the entire product range.

PepsiCo has also signed a co-presenting broadcast sponsorship deal with Multi Screen Media (MSM), owners of the Set Max channel that will be broadcasting Pepsi-IPL 2013.