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PepsiCo ropes in Chris Gayle, Priyanka Chopra for marketing campaign

Beverages and snacks major PepsiCo India on Tuesday said it had roped in West Indies cricketer Chris Gayle, along with the Bollywood actor Priyanka Chopra for its ongoing marketing campaign. "Pepsi is bringing together one of Pepsi IPL's biggest superstars, Chris Gayle along with Priyanka

Chopra for the second edition of the campaign," PepsiCo India said in a statement. The new advertisement featuring Gayle and Chopra, which intends to take forward the company's previously launched marketing campaign, is scheduled to go on-air on April 18, it added.

Commenting on the devel-

opment PepsiCo India, Senior Director - Marketing (Colas, Juices & Hydration), Homi Battiwalla, said the second leg of the company's on-air campaign featuring Gayle and Chopra takes forward the insight of fans' multiple team loyalties and presents it with an irreverent Pepsi twist. **PTI**