

News monitored for: Pepsi - Brands

PepsiCo Ropes in Gayle, Priyanka Chopra



NEW DELHI PepsiCo India on Tuesday said it has 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.