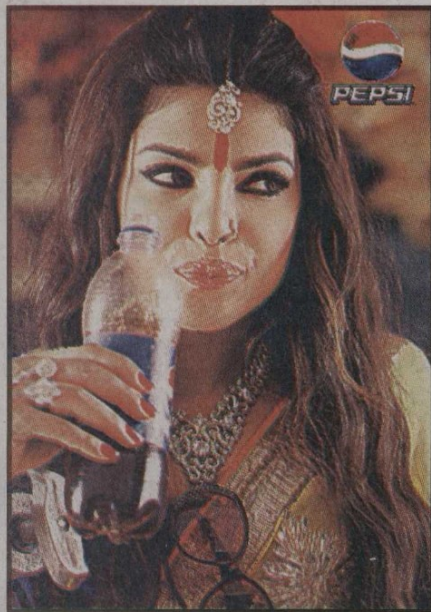


News monitored for: Pepsi - Corporate



Priyanka, Chris Gayle join cool campaign

NEW DELHI: Beverages and snacks major 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," said PepsiCo India in a statement.

The new advertisement featuring Gayle and Chopra, which intends to take forward the company's previously launched mar-

keting campaign, is scheduled to go on-air on April 18, it added. Commenting on the development 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. "We have brought together two of the brightest stars from Bollywood and cricket in this film and are confident that the consumers will enjoy it," he added.

—PTI