

News monitored for: Pepsi - Corporate

PepsiCo splashes marketing initiatives this IPL to woo fans

NEW DELHI: Beverages and snacks major PepsiCo India is planning a slew of marketing initiatives, including making fans meet celebrities, during the IPL 2013 season, which begins of April 3.

Fan initiatives during Pepsi IPL 2013 include in-stadium 'Pepsi VIP Box', which will provide a unique viewing experience to cricket fans who may get to share the space with their favourite celebrities and more, PepsiCo said in a statement.

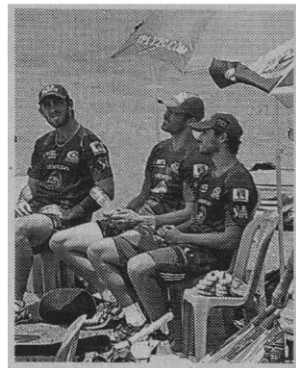
PepsiCo, which had won the title sponsorship of the IPL for ₹396.8 crore for the next five seasons starting 2013, will also be conducting other consumer engage-

ment initiatives, including fans playing Pepsi Tweet20 tournament on Twitter.

"For us this (IPL) is a perfect platform as it provides wider reach and engagement opportunities with our core target audience in the peak beverage season," PepsiCo India Vice-President-Beverage Marketing Deepika Warriar said.

She added that from interactive contests and engagement in-stadia, on-air and on-line to product and branding innovation, everything is designed to provide the ultimate sporting experience.

"We are confident of making this edition of the Pepsi IPL the most thrilling and



engaging event this year and in the years to come," Warriar added.

The company also plans to come out with a '500 ml Fan Can', priced at ₹35 during the IPL season. The IPL 2013, ends on May 26. —PTI