

News monitored for: Pepsi - Corporate

**FOR 'AAM' AADMI**

*PepsiCo takes a swig of gold mania for promoting Slice*

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Slice, the mango drink from PepsiCo India, is targeting consumers in the South, especially in Tamil Nadu, Karnataka and parts of Andhra Pradesh. The company is shelling out mangoes made of 24 carat gold.

In its first south-centric campaign, four lucky guzzlers have been bagging gold mangoes of 5 gram each every day. The month-long campaign, which will wind down on March 16, will have the company giving out gold worth Rs 40 lakh.

Homi Battiwalla, Senior Director, Marketing, PepsiCo India, says the intent of the



**Unique campaign**

unique consumer programme is to elevate the consumer experience.

Why target just the South? "Tamil Nadu, Karnataka and Andhra Pradesh are key markets for the industry and for Slice," Battiwalla said.

Consumers have to look under the crown/label of a

Slice pack and SMS the unique code. Known for its visually arresting advertising, the new advert shows Karaikudi, in the heart of Tamil Nadu, and is directed by film director Rajiv Menon.

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