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PepsiCo unveils IPL 6 plans

Food & beverage major PepsiCo has unveiled its plans for the sixth edition of the Indian Premier League (IPL) cricket tournament which gets underway on Wednesday. Given the association with the tournament, the Purchase, New-York-headquartered company, whose Indian unit is based in Gurgaon, will kick off the first phase with an ad film featuring brand ambassador Ranbir Kapoor. The campaign conceptualised by Taproot will dwell on the premise – *Yeh Team Kabhi Toh Woh Team Kabhi, Par Pepsi Oh Yes Abhi!*.
BS REPORTER