

News monitored for: Pepsi - Corporate

## **PepsiCo ropes in Unmukt Chand as brand ambassador**

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**P**epsiCo has roped in Unmukt Chand, the under-19 Indian cricket team captain, as its brand ambassador.



**Unmukt Chand**

He will feature in the ad film along with M.S. Dhoni, Virat Kohli and Suresh Raina. Homi Battiwalla, Senior Director - Marketing (Colas, Juices and Hydration), PepsiCo India, said, "Pepsi is known to be the first brand to identify youth icons early in time and tap talent with tremendous potential and credibility.

We are proud to associate with Unmukt Chand, who truly reflects Pepsi's Oh Yes Abhi! attitude and are confident that he will lead the next-generation of players who personify the same philosophy." This move takes forward Pepsi's refreshed brand campaign which it launched last month. —  
**Our Bureau**