

The Financial World

Page No: 6  
Page Name: Corporate World  
Size: 10 sq. cm  
AVE: INR 3,156

Type: Newspaper  
Language: English  
Circulation: 52,274  
Frequency: Daily

Delhi - Mar 02, 2013

News monitored for: Pepsi - Corporate

**PEPSICO SIGNS UNMUKT  
AS BRAND AMBASSADOR**

Food and beverages major PepsiCo on Friday said it has roped in India's u-19 Cricket World Cup winning team captain Unmukt Chand as its brand ambassador. The youngster will feature in the company's ad campaign along with other cricketers. Commenting on the development, PepsiCo India Senior Director Marketing Homi Bhattiwalla said: "Our latest campaign takes forward the 'Oh Yes Abhi' philosophy." —Agencies