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PepsiCo to be beverage partner for 8 IPL teams

PRESS TRUST OF INDIA

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BEVERAGES and snacks major PepsiCo India on Monday said it has tied up with eight Indian Premier League (IPL) teams as the exclusive beverage partner for the upcoming Pepsi-IPL 2013 tournament.

Last year, PepsiCo had won the title sponsorship of the Indian Premier League with a winning bid of Rs 396.8 crore for the next five seasons, starting 2013.

After winning the title sponsorship for IPL, PepsiCo's partnership with almost all participating teams further demonstrates its commitment to cricket and the ability to maximise value from the tournament, PepsiCo India said in a statement. IPL 2013 begins on April 3 and ends on May 26, 2013.

Barring Mumbai Indians, all the other teams, including Delhi Daredevils, Chennai Super Kings, Rajasthan Royals, Royal Challengers Bangalore, would have PepsiCo portfolio as the official beverage partner.

"The company will have exclusive pouring rights at partner teams' home matches along with the title of the official beverage for the eight teams," PepsiCo said. The association will extend to PepsiCo's food and beverage portfolio, including Pepsi, Mountain Dew, 7UP, Mango Slice, Mirinda, Aquafina, Tropicana, Lay's, Kurkure, Aliva and Quaker Oats, it added.

"These team partnerships, along with the title sponsorship coupled with the robust on-air, on-line and on-ground plans will ensure maximum visibility and engagement for PepsiCo's brands," PepsiCo added.