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PepsiCo's Pouring Partner for Eight IPL Teams

NEW DELHI Beverage maker PepsiCo on Monday announced its association with eight out of nine Indian Premier League cricket teams as their pouring partner, which gives the firm exclusive rights to serve beverages during the matches played at the teams' home grounds. PepsiCo already has bagged the title sponsorship for the country's most popular sporting event and is one of the two presenting sponsors of the event on television.