

Business Standard

Pepsi launches 'The Game'

Pepsi is giving you a chance to win Rs 50 lakh while watching television and playing The Game. Featuring Ranbir Kapoor and Sanjay Dutt, 'The Game' is set in a fantasy world and all the action takes place in a castle owned by the 'Game Master' played by Dutt. He challenges Ranbir to get his Pepsi from his lair. As you get Ranbir closer to his Pepsi, your right answers will get you fun prizes and get you closer to the ultimate cash prize of Rs 50 lakh. The five-week game begins with a teaser film on March 27.