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Priyanka Back With PepsiCo After 4 Years

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Priyanka Chopra is making a comeback as brand ambassador for Pepsi after four years, riding on her new, yet to be released avatar as a singer and her recent success at the box office, which the beverage-maker believes will help connect it with young consumers again.

The deal is estimated at over ₹4 crore a year, one of the biggest deals for the actress, an official aware of the details said. "It is likely that Pepsi will extend their association to Priyanka's debut music venture as well," he added. Earlier in May, PepsiCo and social networking platform Twitter announced a global music partnership, called 'Live for Now Music'.

Chopra, one of Bollywood's highest paid actors, who endorses Nokia phones, Nikon cameras, Hero two-wheelers and Garnier cosmetics, among others, had walked out of a deal with Pepsi in 2008 over endorsement fee, two people in knowledge of the development said. Over the last four years, Chopra has reworked her movie career and will release her first solo album for Universal Music later this year. PepsiCo, on the other hand, is looking for fresh campaigns to beat a slowdown in sales.

A PepsiCo spokesman confirmed the association with Chopra as the brand ambassador for Pepsi. She will be the only woman ambassador currently for brand Pepsi, also endorsed by Indian cricket team captain MS Dhoni and actor Ranbir Kapoor.