

News monitored for: Pepsi - Brands

MidDay

Sharman swears by 7UP

A photograph of actor Sharman Joshi, smiling and wearing a green t-shirt, holding a green 7UP bottle. He is standing in front of a backdrop featuring the 7UP logo and a checkered pattern.

Urmimala Banerjee

PEPSICO India has appointed Bollywood star Sharman Joshi as the brand ambassador for its 100 per cent natural lemon flavored drink, 7UP. Renowned film director, Rajkumar Hirani of Munnabhai series and 3 Idiots fame has directed the new on-air campaign around the theme, 'Gussa Hatao, Chill Machao' — a refreshing new mantra from a refreshing lemon drink that promises to cool you down when it matters the most.

The campaign, that includes two TVCs, is already on air. Sharman Joshi tells **B2B**, "It's a pleasure to be associated with 7UP. I am very fond of the campaign as I can relate to the storyboard. The tagline Gussa Hatao, Chill Machao, tells us not to lose our temper easily. As a young man, I had a bad temper and have slowly learnt to control it. When it comes to brands, I don't believe in endorsing products that fit my image. I am more taken by the creative concept of the ad. So, whether it was Airtel or Nokia, I go by the idea. Besides, I literally live on cold drinks in summer. I have two-three glasses during my shoots and one after dinner at night."