

# Slice Taste Challenge

**New Delhi.** PepsiCo's popular mango drink, Slice is all set to engage its existing and new consumers with the 'Slice Taste Challenge'. Featuring brand ambassador, Katrina Kaif, the new campaign promises consumers an unmatched mango experience with Slice, after which they will not look beyond Slice. The campaign reaches out to all mango lovers and entices them with the superior attributes of Slice - taste, aroma, colour and the new mango inspired packaging and is aptly titled "Iske Samne Sab Pheeka Padh Jaayega".