

>> Slice brings out its new Ad!

Mango Slice has plans to bring you closer to Bollywood star Katrina Kaif through a unique interactive promotion, 'Katrina Ka Number, Crown Ke Under'. Each Slice crown will be having a mobile number. All you have to do is to call on that number, and if you're lucky, you could win a date with Katrina Kaif! From February 14 to March 31, one lucky winner everyday will win a date. Even if you don't win a date, you will definitely win collectible Slice merchandise or a personalised digital wallpapers.

The brand has shot a beautiful ad film that shows Katrina trapped in a bottle of Slice. Directed by Cannes Gold winning director, Prakash Varma, the ad was shot underwater in Thailand.



The promotion starts on Valentine's Day, February 14th and will go on till March 31st, across the country. Consumers simply have to look under the crown of a Slice glass bottle and dial the number given there. One lucky winner everyday will get to win a date with Katrina Kaif! All consumers will get to hear some really surprising and humorous messages from people who know Katrina! The date itself will be an exciting and extravagant affair, packing in lots of fun and interaction with the actress. This promotion is valid only on 200ml and 250ml glass bottles of Mango Slice.