

The Economic Times

Page No: 5
Page Name: Business Of Brands
Size: 155 sq. cm
AVE: INR 88,267

Type: Newspaper
Language: English
Circulation: 33,183
Frequency: Daily

Chennai - Feb 13, 2014

News monitored for: Pepsi - Brands

That Cycle Intern



Ranbir Kapoor struggles with a bicycle in Bangalore on Wednesday. The actor will be batting for Pepsi, the title sponsors of IPL 7, as its first intern on Twitter. In his new role, he will tweet as @ThatPepsiIntern, interacting and bringing the action behind the scenes to fans. Pepsi will pick more people as interns as the tournament progresses. - N Narasimha Murthy