

News monitored for: Pepsi - Corporate

Unmukt Pepsi's New Brand Ambassador

Mumbai: India's Under-19 World Cup-winning captain Unmukt Chand has joined the list of star cricketers who endorse Pepsi after the soft drink giant roped him in as its brand ambassador.

Unmukt, who is emerging as one of the most promising cricketers in the country, will now be seen in Pepsi's new campaign focussing on youth.

Having led the Under-19 Indian Cricket Team to a World Cup victory last year, he will now be seen in the IPL in April-May.

He will feature in Pepsi's upcoming advertisement which will have a face-off

between him and the captain of the India's senior cricket team MS Dhoni along with Virat Kohli and Suresh Raina.

Speaking about the association and the upcoming campaign, Homi Battiwalla, senior director - Marketing (Colas, Juices and Hydration), Pepsi-Co India, said, "We are proud to associate with Unmukt Chand, who truly



Unmukt Chand

reflects Pepsi's attitude."

The brand had signed Dhoni and Bollywood's reigning star, Ranbir Kapoor before they became the achievers they are today. The campaign went on air on Friday.