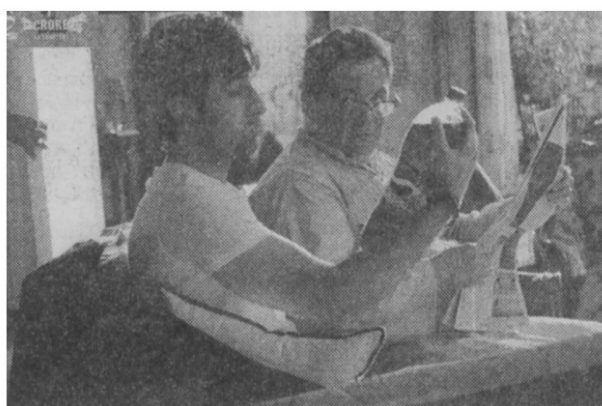


News monitored for: Pepsi - Brands

THE ASIAN AGE

AD OF THE WEEK

PEPSI EK CRORE KA SHORTCUT



The new TVC of Pepsi featuring actor Rishi Kapoor and his son Ranbir Kapoor together for the first time, is interesting as it showcases the friendly banter between a father-son duo. Continuing with the theme of being a game changer, the new film presents Ranbir as a laidback yet confident youngster who listens to his parents but has a mind of his own. Rishi plays a concerned father who wants his son to follow in his footsteps if he wants to be successful. He wants his son to become a hard working man. His son however has a shortcut, in this case, ₹ 1 crore that he gets by grabbing the KBC special Pepsi bottle. He strikes gold with the bottle's 'Ek Crore Ka Shortcut' scheme.

The USP of the ad is that it brings out the real life chemistry of the father-son duo beautifully on screen. The campaign is able to showcase the smart, witty youngsters of today who are aware of the world and have a can-do attitude. The film has been directed by Ayan Mukherjee of *Wake Up Sid* fame.