

News monitored for: Pepsi - Brands

# Business Standard



Filmstar Allu Arjun launches the new 7UP campaign 'You Click I Dance' in Hyderabad on Thursday

K SUDHEER

## 7 Up kicks off 'You Click, I Dance' in AP

BS REPORTER  
Hyderabad, 3 June

**7**UP, the clear lemon drink from PepsiCo India, has launched its digital campaign titled 'You Click, I Dance' in Andhra Pradesh on Thursday.

The company has tied up with online portal, Hungama.com for the campaign.

Alpana Titus, executive vice-president (flavours), PepsiCo India, said AP had a great market potential with 25 per cent share in the national clear lime beverage market.

The clear lemon segment forms 35 per cent of the 600-650 million cases of the carbonated beverage market, she added. This campaign will run on a trial basis in the state for two months.