

## Hindu Business Line

### **7up launches roadshow**

*Madurai, June 24*

**P**epsiCo India's 7up, has put its brand philosophy into practice through its unique 'Lemon Fire Brigade road show' to 'provide a perfect way to cool oneself in the scorching summer heat'.

In a release here, the company said, a mobile 7up van, modelled on a fire brigade, will travel through cities. The van, doubling up as a sampling site, also serves as a consumer engagement forum. The van visited popular youth hang-out centres and marketplaces in Chennai, Coimbatore, Madurai, Salem, and Tiruchi from June 6 to June 22. The consumers got to participate in various games and contests. The winners won 7up branded gift hampers—**Our Correspondent**