

News monitored for: Pepsi - Brands

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Ranbir with Rishi Kapoor in the new Pepsi ad

In the new Pepsi TV commercial Ranbir Kapoor stars alongside his father Rishi Kapoor for the first time. The commercial, created by JWT India, 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 and work hard if he wants to be "a crorepati". His son however has a shortcut to Rs 1 crore that goes through the fridge in this Pepsi Ek Crore Ka Shortcut promo.

RISHISPEAK

Is this your first TV commercial? How has the experience been for you?

Twenty years ago I had done an ad for a soap brand, for a friend; and now I return with a Pepsi commercial that too with my son. Obviously, it's a matter of double joy for me that I share screen space with my son. It was a wonderful experience and I hope the audience will enjoy it.

Are you a strict father in real life too?

I don't think I have been a sermonising father or a guy who lectures his son in real life, but I guess it is the spunk of the ad... a father is telling his son what to do in order to achieve something but the son has his own smart ideas.

What aspect of the TVC did you enjoy the most?

I like the chemistry between a father and his son that we have tried to present in the TVC. The father is trying to tell his son in his own way that he had to work really hard to become what he is today. He wants his son also to become a hard-working man. But youngsters are quite smart today and in the end, the son strikes gold with a Pepsi bottle.

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RANBIRSPEAK

You are working with your father for the first time. How was the experience?

When I heard the script first, I loved it as it communicated the Ek Crore Ka Shortcut idea in an interesting and engaging manner. After a few days the team at Pepsi came up with this brilliant idea of roping in my father because it is actually a father-son concept. I am glad he agreed to be a part of the campaign.

By the time the date for the shoot came, I was quite nervous as I had hyped it a lot in my mind. It was big as I was going to work with my favourite actor... I respect him so much and he is my father... I was worried, how was I going to work with him because he would see through me. Since the time I have started acting, I have been desperately seeking his approval, a pat on my back from him, and now I had to act with him, be on the set where he could actually see me and make out whether I am faking it... he could see my flaws.

But when we came to the set and finished the first shot, it all became quite normal. He made me feel really comfortable by behaving just like a co-star. He was really helpful, he was really cool. It was just a lovely atmosphere. In each shot I could relate to him as an actor, more than being a father. It was a long day as we shot for 16 hours straight but it was all worth it. I admire my dad's professionalism as he was more determined and dedicated than me. It's really been a wonderful experience for me. I hope the audience will like it and find it endearing.

What kind of relationship do you share with your father in real life?

I respect him a lot and am really proud and happy that we are great friends now. I discuss things with him like a friend and also look up to him.

Tell us about your character in the TVC...

A very close friend of mine, Ayan Mukerji, with whom I have worked in *Wake Up Sid*, has directed the ad. My character is similar to Sid in *Wake Up Sid*. He is carefree but not clueless; he has things figured out in his head like the youth today.

Are Rishi-Ranbir the best father-son duo on screen? Tell T2 @ abp.in