

THE BUSINESS PRESENT OF THE WEEK BRAND WAGON



Pitching it on cricket

CRICKET being played on boats with paddles as bats? Sounds like boat cricket. Doesn't it? With the tagline, **My Pepsi, My Way!** Pepsi's new TVC is about changing the rules

of the game as it brings together five cricketers—MS Dhoni, Virender Sehwag, Ishant Sharma, Robin Uthapa and Praveen Kumar from the pitch to the backwaters of Kerala. The show revolves around a bunch of young fisher boys challenging them.