

News monitored for: Pepsi - Brands

# THE ECONOMIC TIMES

## PepsiCo ropes in Tollywood superstar

**Our Bureau**  
HYDERABAD

GLOBAL beverage player PepsiCo India has roped in Tollywood superstar Allu Arjun for a two-month consumer engagement programme to promote its clear lemon drink 7Up in Andhra Pradesh.

The company claims that the campaign is the first of its kind in the country as it brings a next generation technology — Augmented Reality — (AR) by leveraging on the digital media.

“Andhra is among the top three important markets for us in the country. As we are looking at strengthening the brand in the

state, the campaign is important for us. It caters to the youth who do not respond to traditional formats of marketing. As of now, the format will not be taken elsewhere in the country. But depending on the success we cannot rule out taking it offshore,” said Alpna Titus, executive vice-president, Flavours-Pepsico India.