

# Sight-seeing with slice

Win indulgent holidays like never before to Paris, Venice, Greece & Vienna this festive season!

**S**lice - PepsiCo's popular mango drink brand has kick-started the festive season with Slice Pure Pleasure Holidays. Giving consumers a chance to win all-expense-paid holidays to their dream European destinations like Paris, Vienna, Greece or Venice by looking under the label of Slice / Slice Mangola 500ml! The national promotion has started across markets except in Tamil Nadu with total holidays worth over Rs.1 Crore to be won.

Announcing this exciting consumer initiative, Mr. Homi Battiwalla, Business Head, Juice & Juice Drinks, PepsiCo India said, "Slice Pure pleasure Holidays give mango lovers a once- in-a-lifetime opportunity to win tickets to exotic cultural European capitals. Since our re-launch in '08, Slice has witnessed



powerful consumer momentum and with our latest initiative we are confident of further strengthening our connect with our consumers."

Targeted for all mango lovers, this exciting promotion will be supported by a powerful 360 degree integrated campaign encompassing television, outdoors and radio. —TNS