



The Game begins: Pepsi's latest innovative and entertaining concept brings to life the fun of gaming through TV advertising. The Game is set in a fantasy world and all the action takes place in a castle owned by the 'Game Master' Sanjay Dutt. He challenges Ranbir to get his Pepsi from his lair. While Ranbir faces these mind-bending challenges, the viewers can help him make the right choices and come out victorious. As Ranbir gets closer to his Pepsi, the right answers will fetch viewers fun prizes and a chance to win the grand prize of Rs 50 lacs.