

THE HINDU
METROPLUS



Truth or dare?

That underwater sequence you see in the new Pepsi campaign 'The Game' has been a lot of hard work for Ranbir Kapoor. People present at the shoot say that it took over four hours even as Ranbir, a hydrophobic, decided it was time to get over his fear. It is said to be a Rs. 35 crore campaign. So is this bravado or simply a compulsion of the deal?