

Pepsi pays \$12.5 mn to be official IPL drink

Pepsi will be the official beverage of the lucrative Indian Premier League (IPL) for five years and the deal with the soft drink giant has been struck at \$12.5 million.

Well-placed sources in the IPL said only the eight franchise owners would benefit from the deal.

Pepsi, which has a long association with Indian cricket, has been the main sponsor of India's domestic tournaments for several years and has also been associated with the International Cricket Council (ICC) as its global sponsor.

A significant part of the deal is that the eight franchises - Mumbai, Delhi, Kolkata, Bangalore, Chennai, Mohali,