

India's Largest Alco- Bev Brand, McDowell's No. 1, signs up Farhan Akhtar as its brand ambassador for the Soda extension

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Farhan, Purab, Cyrus, Chang, Zoa Morani maiden joint appearance in McDowell's No. 1 TVC

All India, June 27, 2012. McDowell's No 1, India's largest alco bev brand by volume and by retail value, has signed up Bollywood star and director, Farhan Akhtar, for its Soda extension. Farhan, alongwith, Purab Kohli, Cyrus Sahukar, Zoa Morani and Chang, will feature in a TVC going on air this week. This is the first instance of McDowell's No. 1 signing up brand ambassadors since its launch four decades ago. The brand has brought alive the promise of Dosti Ka No.1 Spirit, through unique big ticket activations including multi city musicals with Bryan Adams, Enrique, Bollywood music directors, Shankar, Ehsaan and Loy, Vishal and Shekhar.

According to Ashok Capoor, President and Managing Director, United Spirits Limited, " McDowell's No. 1 represents the social aspirations of today's youth. Spending time with friends is paramount for them. The McDowell's No.1 group of friends - our new brand ambassadors from Bollywood - echo these sentiments and situations that anyone can easily identify with. McDowell's No. 1 has set benchmarks for the alco bev industry – be it be the unmatched sales of 17 million cases this year, innovations in packaging, large unique events, activations and promotions. McDowell's No.1's association with Farhan, Purab, Zoa, Chang and Cyrus will set a similar benchmark for friends wanting to have a good time together. The new TVC is themed on the " No.1 spirit of friendship" and showcases interesting friendship moments appropriately for McDowell's No. 1 given its stellar performance in the industry."

The brand has journeyed through being the catalyst to the winning 'McDowell's Moments', being the consumer's 'Mera No1.' choice, raising a toast- 'Cheers to life', to 'Happy hours with friends'.

A partner to life's 'Golden Moments' for decades now, McDowell's No.1 was crowned India's No.2 FMCG Brand, apart from picking up several other awards for innovation and design. That McDowell's No. 1 is appreciated well in the company of friends, lends credence to the brand's step towards embracing the spirit of friendship from which memorable moments are born. The brand sales are valued at two billion dollars at retail price.

Follow McDowell's No. 1 at www.facebook.com/McDowellsNo1. You can view the TVC on www.facebook.com/photo.php?v=10151000397608544