

## Dhoni and Gayle at the launch of the new look for Mc Dowell's No. 1 Soda

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**New Delhi, Nov 2, 2015:** The real bond of friendship is the one that stands the test of times. After all these years of close friendship, MS Dhoni and Chris Gayle took their personal camaraderie and passion for the sport to the next level and celebrated their 'No1Yaari' by unveiling the new identity for United Spirits' iconic brand McDowell's No. 1 Soda and shared inspiring stories of their brotherhood.

The new identity of McDowell's No.1 Soda is showcased through a simple yet powerful and unique logo that represents how close friends 'hug' each other. Gautam Bhimani, the popular cricket commentator, hosted a candid conversation with the duo whereby he quizzed them on their 'No1Yaari' moments, unrevealed locker room stories, boy banter and more.

Excited to talk about his personal Yaari moments, the **Indian skipper, MS Dhoni** said, *"Sports truly brings us together. Be it invoking the feeling of brotherhood within the team or bonding with people with a shared passion for the sport. Gayle and I share a fantastic equation that is sealed by the bond of real friendship and mutual respect. Reliving great memories and special moments today has been real fun! McDowell's No. 1 Soda brings back warm memories of great evenings spent with my close friends and that's what the brand has done once again for me today."* The ever energetic and spontaneous sportsman, **Chris Gayle** said, *"The shared passion for cricket is what connects Dhoni and myself as good friends and companions. In fact it is on the cricket field that I have made some of the most memorable friendships and for me the best way to show the joy and affection is through a hug. I am very happy that McDowell's No.1 Soda has been able to capture a hug as the essence of true friendship in their new logo."*

**Amrit Thomas, Chief Marketing Officer and President – United Spirits** commented on the occasion, *"McDowell's No. 1 Soda has always celebrated the spirit of brotherhood and true friendships. In our journey forward, we aim at strengthening this core brand proposition as we revamp our brand to drive this message strongly to our consumers. The new logo is a symbol of how close friends hug each other both metaphorically and literally and we are happy to have MS Dhoni and Chris Gayle unveil this since they are two friends that embody the bond of brotherhood."*

Gayle encouraged friends to jump on the 'No1Yaari' bandwagon and participate in McDowell's No.1 Soda's "SHARE A HUG" movement, where he demonstrated to the audience how simple it is to Share A Hug – all that a participant needs to do is click on the link ([www.liveinstyle.com/share-a-hug](http://www.liveinstyle.com/share-a-hug)), upload their best yaari picture which is then converted to the McDowell's No. 1 Soda embrace and can be shared with their friends on social media. **This online campaign will go live from 1<sup>st</sup> November to 6<sup>th</sup> December, 2015.**

### About 'No1Yaari' campaign by McDowell's No.1 Soda

McDowell's No.1 Soda by United Spirits Limited - A Diageo Company has been celebrating the bonds of brotherhood and bringing close friends together. In 2014, McDowell's No. 1 Soda launched the 'No1Yaari' campaign with a 7-minute digital short film and a truly heart-warming song by Mohit Chauhan that celebrates those cherished, meaningful friendships that enrich our lives. The 'No1Yaari' film has garnered over 11 million views and been instrumental in establishing McDowell's No.1 Soda as "Asli yaari ka No.1 spirit".

United Spirits Limited (USL) is a subsidiary of Diageo plc which is a global leader in beverage alcohol with an outstanding collection of brands across spirits, beer and wine categories. In 2013-14, Diageo plc acquired a 54.8% shareholding in United Spirits making India one of its largest markets.

Founded in 1826, USL is the largest Indian spirits company, selling around 120 mn cases annually, involved in the manufacture, sale and distribution of beverage alcohol. USL produces and sells Scotch whisky, IMFL whisky, brandy, rum, vodka, gin and wine. Its portfolio includes much-loved brands such as McDowell's No.1, Royal Challenge, Signature, and Antiquity. USL also imports, manufactures and sells Diageo's iconic brands such as Johnnie Walker, VAT 69, Black & White, Smirnoff and Ciroc in India. The company also successfully operates strong brand extensions like Black Dog Sparkling Water, Smirnoff Experience, Royal Challenge Sports Drink, McDowell's No.1 Soda and Bagpiper Soda among others.

The company is listed on the BSE (Bombay Stock Exchange) and NSE (National Stock Exchange). For more information about United Spirits Limited, our people, vision, brands, and performance visit us at [www.unitedspirits.in](http://www.unitedspirits.in).