

Coca-Cola launches An Innovative Sone-da-Tashan Initiative As Part of Its Summer 2007 Campaign

Computer generated lucky draw to provide consumers a chance to win Gold plated RADO watches every day and a Gold Coin every hour; Consumers can also win free bottles of their favorite soft drink - over 50 lakh soft drink bottles all waiting to be won

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Unleashing a cool wave this summer, Coca-Cola in India today announced - its innovative 'Sone-da-Tashan' initiative, exclusively for its consumers across Punjab and Haryana. Consumers just need to look under the special gold colored crowns of 200ml or 300ml returnable glass bottles of Coca-Cola, Thums Up, Limca, Sprite, Fanta, all having pre printed unique codes. As part of a unique, under the crown initiative consumers just need to SMS 'Thanda' followed by the unique code to 4646 from their GSM / CDMA mobile phones. Consumers can also Call 1901 180 3132 to register their code. A computer generated lucky draw would provide consumers a chance to win Gold plated RADO watches every day and a Gold Coin every hour. To add to the excitement, consumers can also win free bottles of their favorite soft drink - over 50 lakh soft drink bottles all waiting to be won. The entire initiative would run till 17th June' 07 and has been specially designed for Punjab and Haryana consumers.

To create awareness about 'Sone - da - Tashan' initiative, Coca-Cola in India would also be launching a captivating TV commercial. Shot exclusively in 'Punjabi, the commercial would be telecasted in leading electronic channels in Punjab. The Music of the commercial is given by Leslie Lewis, eminent Bollywood Singer & Music Composer.

Announcing this first of its kind initiative in Punjab, Rajneet Kohli, General Manager - Franchise Operations, Coca-Cola India, said, 'Coca-Cola in India has always believed in adding excitement, refreshment and fun into the lives of its consumers. The launch of Sone-da-Tashan is yet another initiative in this regard, wherein consumers get an opportunity to win attractive prizes on an every hour, every day basis. I am confident that our consumers especially in Haryana and Punjab would find the entire initiative extremely appealing.'

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