

Kingfisher Strong launches 45 city pan India IPL campaign

Acme Events India to take KF Strong to 5 lakh people across the country



Bangalore, March 12, 2010: Kingfisher Strong, India's largest selling beer is engaging customers of Kingfisher Strong in 45 cities pan India through the IPL season. KF Strong, in partnership with Acme Events India, a Bangalore based event management company, will reach approximately 5 lakh people through the IPL season. "Kingfisher Strong is excited to begin this nation-wide campaign during the IPL season", said a spokesperson from Kingfisher. "We hope to reach out to KF fans across the country through almost 500 different touch points."

"Acme Events India is proud to partner with a brand such as Kingfisher, especially in what may be the largest centralized campaign in Kingfisher Strong's history", said Geo Thomas, CEO, Acme Events India. "More than 600 members of the Acme Events team will be working pan India as part of the campaign. We look forward to a long and hugely successful association with the brand as we take them to higher levels of brand association." Kingfisher sponsors 5 teams for the IPL - Royal Challengers Bangalore, Deccan Chargers, Delhi Daredevils, Mumbai Indians and Rajasthan Royals. Through the pan India campaign, fans of the Kingfisher Strong brand of beer get a chance to win over 150 all expense paid tickets to watch IPL matches during the season. Kingfisher is also handing out over 1 lakh IPL team specific gifts to the fans.

About Kingfisher: Kingfisher is a flagship brand from The United Breweries Group. The brand has won many international awards for its brew, packaging and advertising. Currently available in over 50 countries, Some of its most memorable initiatives include the Kingfisher Swimsuit Calendar, Kingfisher Fashion Awards, Kingfisher Model Hunt, Kingfisher Derby, Kingfisher Kerala Rocks, Kingfisher Voice of Goa, Association with Force India amongst a host of other things. A few of them includes the Kingfisher East Bengal, Kingfisher Corporate 5, the official refresher of the Delhi Marathon, Mumbai Marathon and the Bangalore Marathon. In the past Kingfisher had brand ambassadors such as Andrew Flintoff, Michael Vaughan, Ajay Jadeja, Sourav Ganguly.

About Acme Events India:

Acme Events India is an event management company based in Bangalore offering premium services in all verticals of event management. Acme Events India brings a new level of quality in the event management experience. Acme has a strong pan India reach and is today the preferred partner of many big brands.

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