

Mahendra Singh Dhoni to endorse McDowell's No. 1 Platinum

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16 March 2011 : It's not every day that paragons from different realms of life come together, and when they do, it is well worthy of reiteration. United Spirits Ltd (USL), the world's second-largest spirits company, today introduced Mahendra Singh Dhoni as their new brand ambassador for McDowell's No. 1 Platinum Soda.

Spirit of young India has always recognised the point of fact, that to carve an edge for themselves they need to be unconventional. M S Dhoni as a leader has shown this very distinct quality both on-field and off-field alongside his maturity and leadership style.

Arguably one of the best captains of all time, M.S. Dhoni's personality manifests attributes of ambition and unconventional leadership almost flawlessly. This tie-up thus conjoins McDowell's No. 1 Platinum Soda's brands ethos with that of the celebrated cricketer.

Speaking on the announcement, Ashok Kapoor, Deputy President, United Spirits Limited said

(USL), 'When assessing Dhoni's unconventional approach it was clear he had a natural synergy with McDowell's No.1 Platinum Soda. Dhoni is one of the most sought-after sporting icons whose signature style has been an inspiration for many across the world and in India. His ability to foresee situations and transcend the challenges is an attribute that has taken Indian cricket to a new dimension. We are confident that our relationship with Dhoni will help McDowell's No.1 Platinum Soda scale similar heights.'

McDowell's No. 1 Platinum Soda will also underline the true essence of unconventional leadership through a television commercial which is set to go on air shortly. The idea of the commercial stems out from the thought that as the captain of the Indian cricket team Dhoni has been the epitome of unconventional leadership. Over the years he has displayed a number of instances of this quality in critical match situations and has emerged as someone young India finds **inspiring**.

McDowell's No. 1 Platinum Soda with this association aims to recognise themselves as the No. 1 spirit of leadership.