



LIVE ON THE EDGE

MOUNTAIN DEW CELEBRATES THE SPIRIT OF ADVENTURE AND COURAGE! A BEVERAGE WITH AN ATTITUDE, MOUNTAIN DEW'S DRIVING ANTHEM IS TO 'DO THE DEW.' BOLD CONSUMERS ARE IMMEDIATELY ENGAGED WITH THE IDEAS OF PUSHING ONESELF TO THE EDGE AND TESTING LIMITS. MOUNTAIN DEW THRIVES ON THE NOTION OF CONQUERING INNER FEAR!

OUTPERFORM, OUTLAST, AND OUTLIVE!



A QUENCHING OPPORTUNITY

TAKE AN EXTREME LICENSING LEAP WITH ONE OF THE MOST POPULAR BRANDS IN INDIA SINCE ITS LAUNCH IN 2003! UNDOUBTEDLY, A WELL EXPOSED BRAND OFFERS LICENSING OPPORTUNITY FOR PARTNERS TO EXTEND IN MULTIPLE PRODUCTS AND CATEGORIES. WITH MASS APPEAL IN MULTIPLE MARKETS, MOUNTAIN DEW OFFERS GREAT LICENSOR SUPPORT FOR ASSURED SUCCESS.



LICENSING EXTENSIONS AVAILABLE

APPAREL
ACCESSORIES
SPORTING GOODS
FOOTWEAR
& MUCH MORE!



BE A PART OF THE EXTREME TEAM!