

# Human Sustainability

## To the people of the world

It's a promise to encourage people to live healthier by offering a portfolio of both enjoyable and wholesome foods and beverages.



**Human Sustainability** reflects PepsiCo’s goal of nourishing consumers with products that range from treats to healthy eats. PepsiCo’s products have always offered consumers nutrition as well as great taste. The progress that PepsiCo has made under the Human Sustainability pillar includes reformulating some of its products to improve their nutritional profile while launching products that reflect consumer demand for healthier nutritious snacks and beverages. PepsiCo partners with governments, health officials and non-governmental organizations to help address obesity concerns and it continues to provide consumers with new product choices and innovations.



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## PepsiCo's goals and commitments include

- Reducing the average amount of sodium per serving in key global food brands, in key countries by 25 percent by 2015.
- Reducing the average amount of saturated fat per serving in key global food brands, in key countries by 15 percent by 2020.
- Displaying calorie count and key nutrients on our food and beverage packaging by 2012.
- Advertising to children under 12 only products that meet our global science-based nutrition standards.
- Eliminating the direct sale of full-sugar soft drinks to primary and secondary schools around the globe by 2012.
- Integrating our policies and actions on human health, agriculture and the environment to make sure that they support each other.



PepsiCo India has been at the forefront of leading the Human Sustainability agenda with initiatives including the improvement of the nutritional profile of its products and the overall promotion of healthy living



**Aquafina**  
hydrating  
packaged  
water



**Diet Pepsi**  
is calorie-free



**Lay's**  
has reduced  
average sodium  
content per  
serving



**Quaker Oats**  
rich source of  
dietary fibre, a  
100% wholegrain  
breakfast cereal\*

**Baked  
Lay's**  
with 50%  
less fat



3g of Oats soluble fibre (beta-glucans) in everyday diet low in saturated fat and cholesterol helps reduce cholesterol.

## Improving the nutritional profile

- PepsiCo has decided to eliminate the direct sale of full-sugar soft drinks to primary and secondary schools around the globe by 2012.
- Frito Lay's products are MSG and trans-fat free and contain voluntary on-pack nutritional labeling.
- PepsiCo has launched the new Baked Lay's with 50% less fat. The Baked Lay's offer great taste in three flavors—Original Salted, Cream Herb and Onion and Sunkissed Tomato.
- Breakfast cereal, Quaker Oats, is rich in soluble fibre, beta-glucan, Vitamin B complex and helps in lowering cholesterol.
- The new Lay's Classic Salted has been launched with 25 percent less sodium.
- Lehar Gluco+ is a lemon-flavored drink with glucose, electrolytes and iron that provides instant energy and refreshment to consumers.



### **Tropicana 100%**

fruit juice has no added sugar, no artificial color and no preservative



### **Gatorade**

quenches thirst, replaces electrolytes and provides re-hydration benefits



### **Gluco+**

lemon-flavored drink with glucose, electrolytes and iron that provides instant energy and refreshment.

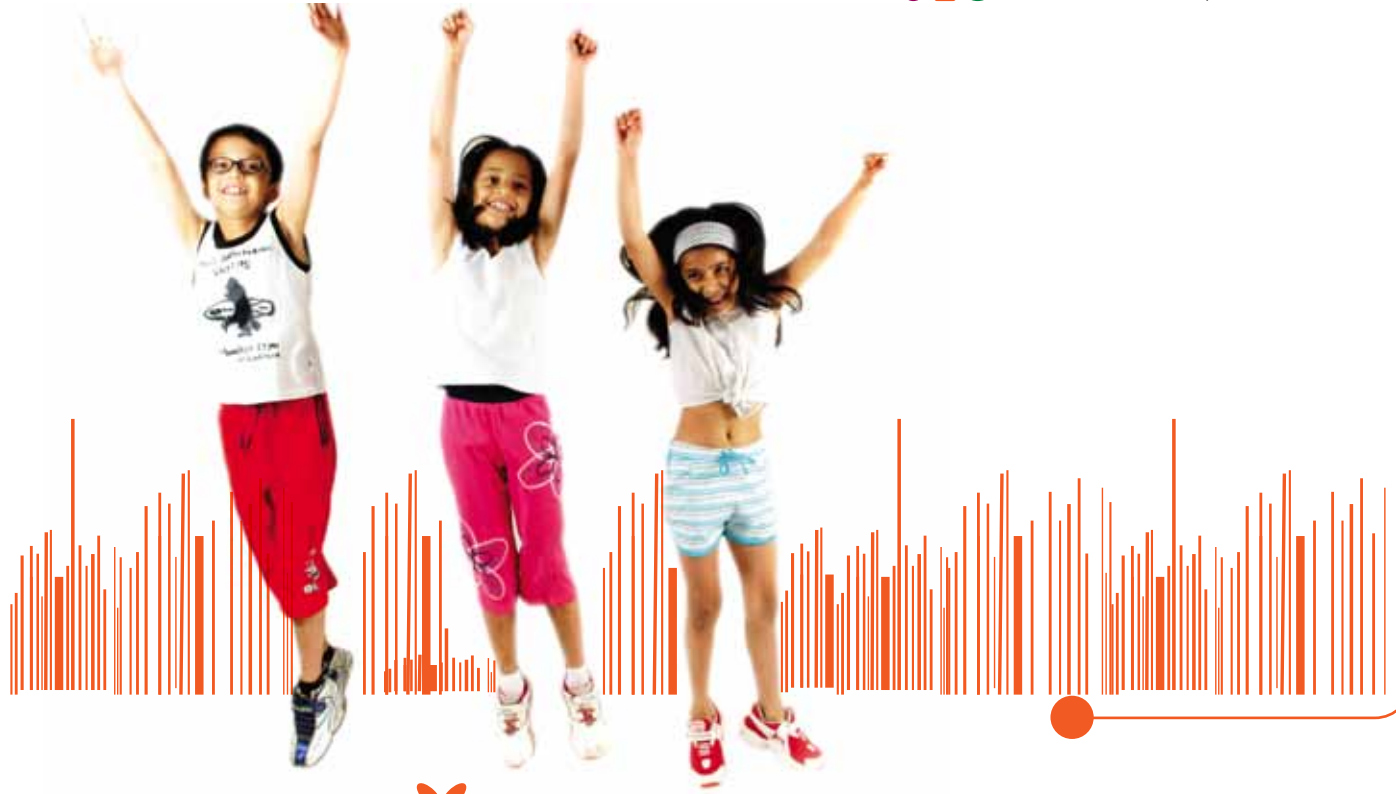


### **Lehar Iron Chusti**

fortified extruded snack and biscuit with superior quality iron and B-vitamins



- The Tropicana 100% juice range provides essential nutrition and vitamins.
- PepsiCo offers products with zero or reduced calories such as Diet Pepsi and Aquafina packaged water and bulk water.
- Gatorade, the world's leading sports drink, has valuable re-hydration benefits and is scientifically formulated to quench thirst, replace fluids and electrolytes and provide carbohydrate energy.
- Most of PepsiCo's products are available in a range of packages so consumers can select a size suited to particular occasions and dietary needs.
- The Lehar Iron Chusti portfolio is fortified with iron and B vitamins. Both the biscuits and the extruded snack are made with local ingredients like Soya, Raagi & Jaggary and delivers 25% RDA of iron and 50% RDA of B vitamins each.



## Encouraging a healthy lifestyle

### Mission to make India heart healthy

Quaker Oats, in association with The Times of India and Apollo Hospitals, started the 'Mission to Make India Heart Healthy' by raising people's awareness of their risk of heart disease.

- The Mission encourages people to undergo an online heart health check-up on [www.goodmorningheart.com](http://www.goodmorningheart.com). The site had seen almost 3.5 lakh people participate till the end of December 2011.
- As part of the mission, Quaker Oats partnered with Chennai Police and Kochi Police. The police force is at a high risk of heart disease as its personnel lead a very stressful lifestyle, with irregular work timings and diet schedules. The engagement with Quaker Oats included an online health check-up, personalized diet counseling by nutritionists, and a Quaker Oats Heart Healthy breakfast for all police personnel.

### Healthy kids

Our initiative of promoting good nutrition and active lifestyles through school based nutrition edutainment program 'Get Active' has reached 1 million children in 12 metros and 477 schools till December 2010. **Get Active** is a partnership program with NGOs like Swashrit and Hriday and has three teaching modules to help engage students on learning and modifying behavior to lead a healthy lifestyle.

### Raising HIV/AIDS awareness

PepsiCo recognizes HIV/AIDS as a challenging global health issue that poses a significant threat to the sustainability of its business operations worldwide. It is, therefore, committed to the cause of creating education and awareness on HIV/AIDS among its employees, their families, partners, and the communities where they are present.



## Project Asha – Raising nutrition awareness among women

PepsiCo India is committed to reducing iron deficiency in India, and has chosen to concentrate its efforts in a pilot program within two towns in the state of Andhra Pradesh in India, where seven out of ten adolescent girls suffer from iron deficiency.

- PepsiCo India has, in March 2011, embarked on an intensive school and community-led educational program focusing on the girl child. The education program is led by a film that educates girls and their mothers on the symptoms, causes and explanation of iron deficiency, while giving them simple behavior change and nutrition tips that would reduce iron deficiency over time. The film strikes a strong emotional chord with young women because it is based on the insight that ‘dreams of young girls don’t get tired, but the girls do, because they have iron deficiency’.
- To complement the educational program, there is an extruded snack and a sweet biscuit that are richly fortified with iron delivering 25 percent of the recommended dietary allowance (RDA) of iron and 50 percent RDA of B vitamins. Both are affordably priced at only Rs 2, the products are made with wholesome local ingredients like Soya, Raagi and Jaggary.
- This program is piloting a unique business model because it aims to mainstream nutrition-rich products to make enough profit to fund the extensive education program. Since launch, the program has addressed over 35,000 girls and women in 73 communities, 91 villages and 58 schools.

**Iron deficiency or anemia is a major concern among women in India. For instance, in Andhra Pradesh, 7 out of 10 adolescent girls suffer from iron deficiency**



## ENVIRONMENTAL SUSTAINABILITY

### TO THE PLANET WE ALL SHARE

It's a promise to be a good citizen of the world, protecting the Earth's natural resources through innovation and more efficient use of land, energy, water and packaging in our operations.



## HUMAN SUSTAINABILITY

### TO THE PEOPLE OF THE WORLD

It's a promise to encourage people to live healthier by offering a portfolio of both enjoyable and wholesome food and beverages.



## TALENT SUSTAINABILITY

### TO THE ASSOCIATES OF PEPSICO

It's a promise to invest in our associates to help them succeed and develop the skills needed to drive the company's growth, while creating employment opportunities in the communities we serve.

**For more details, visit [www.pepsicoindia.co.in](http://www.pepsicoindia.co.in)**

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