

# THE ASIAN AGE

## Price rise worries PepsiCo's Nooyi

By OUR CORRESPONDENT

**Chennai, Dec. 23:** The incredible commodity inflation is the major global challenge faced by the \$35 billion food and beverages giant PepsiCo, its chairman and chief executive officer Indra Nooyi said.

"The world today is seeing an incredible commodity inflation, especially in grains and energy. We have to ensure that we navigate our way through this and deliver our agro programmes," said Ms Nooyi at Pammal, near Chennai on Saturday.

Other challenges, according to her, are Pepsico's portfolio transformation programme and retaining talent in the company.

"We are undertaking a major portfolio transformation in the next three years, which is fun for you, health for you and good for you," she said.

This transformation, she said, would cater to the people of all ages. The Chennai-born chairman of the \$35 billion company said her company plans to triple its beverages business in the next five years. "There is huge opportunities in the beverages segment, that will cater to the people of all ages," she added.

The company is also planning a slew of new launches in India and plans to enter milk-product market in India.