

Pepsi Co plans to expand operations in Punjab

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Soft drinks multinational Pepsi Co is planning to expand its operations in Punjab and make the state the largest producer of juice concentrate. The company also has plans to engage farmers in "a symbiotic contract farm production", in addition to collaborating with the state government in the areas of education, health, rural sanitation and the supply of clean drinking water.

This was stated by Sanjeev Chadha, CEO, Pepsi Co, during his interaction with Punjab Chief Minister Parkash Singh Badal. He said the company's contract operations in the farm sector ranged from potato production to apple and citrus fruits.



The company plans to make the state largest juice concentrate producer

"We are expanding our area of interest to cover blackberry and pomegranate," said Chadha. He added the beverages industry could be one of the key players in helping the state fight the problems of "falling sub soil water" through groundwater recharge schemes and rainwater harvesting.