



Mukesh Anand, president 'Project Healing Touch' briefing media persons during a programme at Jammu on Thursday.

Pepsi introduces beneficiaries of Project Healing Touch

Excelsior Correspondent

JAMMU, Oct 11: In order to highlight its commitment towards the cause of Ex-servicemen, Pepsi Company, which is associated with 'Project Healing Touch', organized a meet the press programme here today.

Mukesh Anand, president 'Project Healing Touch-Mission Vijay 2' presided over the occasion while Nagendra Razdan, executive vice-president, Jai Beverages (P) Ltd was the guest of honour. Vijay Khanna, GM sales and marketing, Sumit Gupta, franchisee manager were also present on the occasion.

Anand while highlighting the efforts of Pepsi in providing business and employment opportunities to Ex-Servicemen under

the mission said Pepsi was the first corporate house, which was associated with Project Healing Touch.

He apprised that above said project began when a wounded soldier namely Om Parkash of 3rd Rajput Regiment was given the Pepsi distributorship in village Pali near Faridabad on December 15, 2000. His success inspired more wounded soldiers and Ex-Servicemen to join Pepsi as distributors.

Meanwhile, Nagendra Razdan mentioned that Jammu already has the rare distinction of having five ex-servicemen as distributors who were doing a good business. Project Healing Touch is coordinating with retired Defence Personnel all over the country to make this a big success, he added.