

Pepsi comes to rescue of ex-servicemen, wounded soldiers

EARLYTIMES REPORTER
JAMMU | OCT 11

During the Kargil war, Indian Army personnel suffered casualties and amongst them were over 700 soldiers who were seriously wounded.

To help these ex-servicemen and wounded soldiers, Project Healing Touch was launched by Mukesh Anand son of an Ex-serviceman in the year 2000

at village Pali near Faridabad just after Kargil war.

Briefing the media persons today at the Ex-servicemen-Dealers meet at Jammu, Anand said that the idea to launch this project came in his mind when he personally met with an accident and was seriously wounded. Being the son of an Ex-serviceman, he said, he took an initiative and Pepsi was the first corporate house to support

this Project. He further said that the first beneficiary under this project was Sepoy Om Prakash of the 3rd Rajput Regiment, a soldier who lost his right leg due to a mine blast in the Kargil war and added that after his suc-

cess and Naik Devinder Sharma and all are doing well.

Nagendra Razdan, Executive Vice President, Jai Drinks Pvt Ltd (PEPSI) said on the occasion, that Pepsi will help Ex-servicemen and wounded soldiers in every



respect and is now planning under project healing touch to have Pepsi distributors in every state of the country and increase their numbers to

200 by Dec 2008 and added that Pepsi would provide every kind of help to these ex-servicemen. Pepsi has also appointed a number of Ex-servicemen to work in their Bottling Plants and as sales executives with Bottlers. Others, who were present on the occasion, included Vijay Khanna GM Sales and Marketing and Sumit Gupta Franchise Manager Pepsi Co India.

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