

THE FREE PRESS JOURNAL

Pepsi to supply 20,000 tons barley to UB group

SRI GANGANAGAR : Beverage giant Pepsi will procure more than 20,000 tons of barley worth Rs 20 crore from farmers in Rajasthan for supplying them to beer manufacturer UB Group in the current fiscal. UB Group has tied up with PepsiCo India to source high quality barley for their brands. PepsiCo would also help farmers in ensuring a ready market for their produce by supplying it to the beer manufacturer. "Establishing contacts with farmers would help us in long-term. We had taken a project with farmers in Rajasthan, under which we would help them in growing barley for commercial use," PepsiCo Executive Vice-President (Exports) Amit Bose said.