

Pepsi to provide job avenues to ex-servicemen

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JAMMU, OCT 11

A meet the press programme was organized in Hotel Asia presided by Mukesh Anand, President Project Healing Touch- Mission Vijay 2 highlighting the efforts of Pepsi in providing Business & Employment opportunities to Ex Servicemen. Naginder Razdan, Executive Vice President, Jai Beverages (P) Ltd was the Guest of Honour. Besides, Vijay Khanna - GM Sales & Marketing & Sumit Gupta - Franchise Manager Pepsico India were present. PEPSI was the first

Corporate House which associated with PROJECT HEALING TOUCH, when a wounded soldier Sepoy Om Prakash of the 3rd Rajput Regiment was given the PEPSI distributorship in village Pali near Faridabad on 15th Dec 2000.

His success inspired more wounded soldiers and Ex Servicemen to join PEPSI as Distributors.

Naginder Razdan reiterated his commitment to the cause & went a step ahead in committing employment opportunities to ex servicemen. It is worthwhile to mention that Jammu already has the rare distinction of hav-

ing 5 Ex servicemen as Distributors who are doing a good business.

Besides Jammu, there are Ex Servicemen as PEPSI distributors in Roorkee, Pune, Jabalpur, Aligarh, Ghazipur, Jhunjhunu, Satna, Bahadurgarh, Jhajjar, Barielly.

PEPSI has also given employment to a number of Ex Servicemen, two of them are running bottling plants at Panipat and Allahabad.

Pepsi is also keen to appoint Ex Servicemen as employees. Project Healing Touch is coordinating with retired Def Personnel all over the country to make this big success.

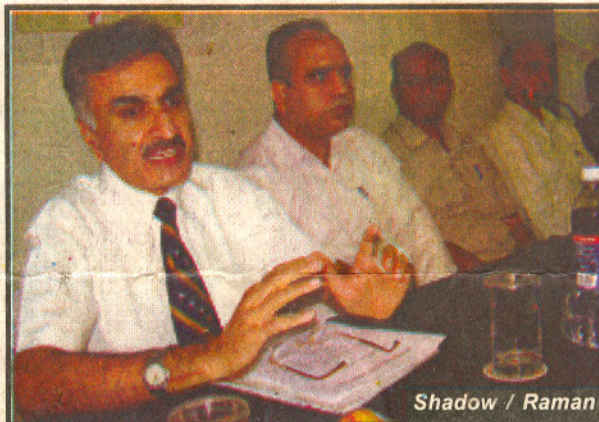
Pepsi helps ex-servicemen through its 'Project Healing Touch'

Shadow Correspondent

JAMMU, OCTOBER 11:

Pepsi, one of the established Corporate Houses in the Cold drink sector, well in the job of 'Project Healing Touch' to help out the ex-servicemen, especially those affected during the Kargil War of 1999 is strengthening the project in every state of the country. This was disclosed today at Jammu by Mr. Mukesh Anand, Founder President- 'Project Healing Touch'.

Addressing a media conference, the Founder President of the Project said that moved by the sufferings suffered by the soldier of Indian Army during the 1999 Kargil War, in which over 700 soldiers were seriously injured, Pepsi launched the 'Healing Touch Project', to sustain the families of the injured solders, who after becoming disable were no



Shadow / Raman

Founder President of the 'Healing Touch Project', Mukesh Anand explaining benefits of the project on Thursday.

long in a position to fight in defence of the country. The company appointed a number of ex-servicemen as its distributors, who not only improved the sales of the company but simultaneously improved their economies as well.

The company in this gesture has not only

improved the economy of the soldiers but has received an appreciation from the President and Prime Minister of India. The project was also supported by other Corporate Houses including Apollo Tyres, Tata Motors, Hero Honda, HCL, ICICI, Airtel, Nilkamal, Mico, Castrol/ IOC, added

Mr. Anand. Encouraged with the results, Pepsi is now planning to have Pepsi distributors in every state of the country and increase their numbers to over 200 by December 2008. So far Pepsi has appointed ex-servicemen distributors in J&K, Haryana, Punjab, Maharashtra, MP, Rajasthan and UP.

Sepoy Om Prakash of the 3rd Rajput Regiment was the first beneficiary of the 'Project Healing Touch'. Sepoy Om Prakash lost his right leg due in a mine blast in the Kargil War. The five successful ex-servicemen Pepsi distributors from Jammu are Retd. Sub Maj (Hony/Capt) Roop Lal Sharma, Retd Sub Maj (Hony/ Capt) Beeru Mal, Retd Sub Maj (Hony/ Capt) Iqbal Singh, Retd Lt Naik Devinder Sharma and Hony Capt Mai Raj.