

# PepsiCo to add local flavour to 'Kurkure'

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PEPSICO IS all set to add local flavour to its snack brand "Kurkure", especially for Punjab, as the company would be reaping the maize crop grown on 10,000 acres of land in July, said Abhiram Seth, executive director, exports and external affairs of the company, here today.

The company is also strengthening its citrus cultivation programme in Jalandhar and has a total of 70 acres of land for contract farming. Sixteen rootstock and 32 citrus varieties are available at Jallowal in Jalandhar district. PepsiCo is currently in the process of providing saplings. By the end of 2007, 10,000 acres of land is expected to be utilised for citrus planting. By 2008, the nursery capacity will grow to 4 million saplings annually, which will enable the laying of 35,000 acres of citrus orchards every year, said Seth.

At the Jallowal facility, around 4,000 saplings, including orange, grape fruit, mandarin and lemon, have been imported from the USA. Trials are being done under the Indian conditions to check their utility.

Sanjeev Chadha, who recently took over as the company's chief executive officer,



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PepsiCo executive director Abhiram Seth in Jallowal on Wednesday.

said: "PepsiCo has done trials and expansion of 'Direct Seeding' method in paddy cultivation, which reduces water consump-

tion by 40 per cent. Successful trials on direct seeding for paddy cultivation in 2006 will be expanded exponentially throughout

## Eyeing retail sector

WITNESSING THE buoyant growth in the retailing sector, PepsiCo is preparing to venture into retail business and talks are underway with a few companies. To supply vegetables to retailers, the company will have direct contact with farmers and retailers would pick up the produce from them only, said Amit K Bose, executive vice president, exports.

the country this year. The direct seeding technique has shown that it is possible to reduce water consumption by 40 per cent (1,000 kl/acre) and production costs by over Rs. 1,000 per acre," he claimed.

Based on the successful results of the trials, the company is currently in the process of building partnerships with farmers not just in Punjab but also Rajasthan and Karnataka and has proposed to buy 500 acres of land to implement the direct seeding technique for paddy cultivation soon.

Commenting on the export rate Amit K Bose, company's executive vice president, said: "Basmati rice is being exported to Europe, the USA and Middle East."