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Pepsi to step up India focus: Nooyi

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New Delhi: Enthused by its performance in India in the last five years, global beverage major PepsiCo on Sunday announced its plans to step up investment by \$500 million over a period of three years.

PepsiCo India plans to triple its revenues over the next five years as India has emerged as an important



market for the cola major. These investments could be spread among manufacturing, market infrastructure, environment sustainability initiatives, R&D, new products development and agriculture.

PepsiCo chairman and CEO Indra Nooyi, who was here with her entire team, said India is an extremely important market for the US major. She added that in 2001, PepsiCo had made an investment of \$500 million for a period of five years and exceeded that target in the intervening period. Nooyi said finan-

cial turmoil on the Wall Street has not hit the main street as yet. The impact may or may not trickle down to the FMCG companies. "As of now PepsicoCo is doing very well in the US and other parts of the world and we are happy with our progress."

PepsiCo's thrust on 'Performance with Purpose' is being reflected in the fact that health foods now constitute 30% of its total product portfolio. PepsiCo is working towards developing nutritious fortified 40 to 45 products for India and Africa.