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PepsiCo to expand reach in state

TIMES NEWS NETWORK

Kolkata: Leading food and beverages firm Pepsi Co India is planning to expand its land holding to 7000 acres by the end of this year in Bengal, for buying back potatoes from farmers at a pre-agreed rate, said Jaideep Bhatia, company V-P-

On the back of strong growth in the state, the firm is confident to double its storage capacity in a state-of-the-art cold storage chamber

agronomy. It started operations in the state with 1100 acres in 2008 and currently it stands at 5500 acres.

On the back of strong growth in the state, the firm is confident to double its storage capacity in a state of art cold storage chamber. "We will take our capacity to 20,000 tonne by the end of this year from the existing 10,000 tonne," said Bhatia. The food & beverage giant is also hoping to rope in 10,300 farmers by the end of this year. According to Bhatia, it had 1800 farmers in 2008.