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PepsiCo to invest ₹1,000 crore

DC CORRESPONDENT
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Global beverage maker PepsiCo will invest ₹1,000 crore to set up two plants in its attempt to expand its manufacturing capacities in India, which is one of the fastest growing markets in the world.

“We have seen double-digit growth in our volumes last year. To further increase our sales, we will continue to invest in back-end and frontend. We are

also planning to set up two plants one in the north and one in the south with an investment of ₹1,000 crore,” said Mr Praveen Someshwar, the CEO (beverages) for PepsiCo India.

The company, which was the first global beverage maker to enter India post-liberalisation era, hopes to cash in on the demand in the rural market, which is witnessing increased income levels due to the government’s guaranteed rural job

scheme.

“The rural business is growing twice the rate of urban areas... We are focusing on our distribution network to penetrate deeper into the rural markets,” he said, adding that the company would bring in products to suits tastes of its consumers.

In this attempt, he said that PepsiCo has launched two new limited time Mrinda orange drinks with mango and masala flavours.