

News monitored for: Pepsi - Corporate



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PepsiCo to invest ₹1K cr in 2 projects

TIMES NEWS NETWORK

Hyderabad: Buoyed by the rapidly growing Indian market for beverages, food and beverage multinational giant PepsiCo is all set to pump Rs 1,000 crore in India in setting up two greenfield beverage bottling plants in 2012.

While one facility is slated to be put up in South India, the other will come up in North India and will add around 10% to PepsiCo's existing beverage bottling capacity in India, Praveen Someshwar, CEO (Beverages), PepsiCo India, told TOI on Wednesday.

While refusing to comment on whether Andhra Pradesh was on the radar for the new facility, Someshwar said the company was scouting for locations in the southern states. PepsiCo India currently has three bottling plants in Andhra Pradesh. These include two franchisee facilities owned by Ravi Jaipuria and its own plant in Sanga Reddy district that is the only bottling facility in India for Lipton Ice Tea that was launched in June last year jointly by PepsiCo and Hindustan Unilever Ltd.

On growth strategy, Someshwar said the focus was on expanding product portfolio and distribution, bringing in innovations in packaging, product offering and pricing, revamping existing products as well as stepping up rural penetration. Here he pointed that that the focus was also gradually moving to still beverages as this segment was growing faster than carbonated soft drinks globally.