

LIVE RICH  
**FINANCIAL**  
Chronicle

**SMARTBYTES**



**Indra Nooyi**  
*CEO  
PepsiCo*

**We altered 1,200 packages in 18 months starting in 2008 because the products**

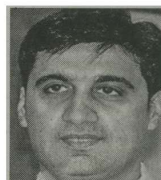
looked tired on the shelf. A couple of brand refreshers did not hit the mark. We went back and fixed whatever didn't work. The beverage business is perhaps the most competitive business that I have ever seen in my life.



**Subroto Roy**  
*Chairman  
Sahara Group*

**Only thing we will see is our continuation of sponsorship to the Indian cricket team. We**

will discuss on that. But no other sport will be affected. We are paying every year advance to acquire a property. So if you are paying advance, it is not a profit or loss account factor. We can go even for an IPO in a year or two.



**Nikhil Nanda**  
*Managing Director  
JHS Svendgaard*

**Our tie-up with P&G is a big boost to us. Our new plant set exclusively for P&G**

has a capacity to produce 10,000 tonnes of detergent every month. We have entered into a five-year contract with P&G and will look at ramping up the capacity according to the demand of the product.



**Murali Sivaraman**  
*Managing Director (India)  
Philips*

**We are looking to bring in a larger portfolio and increase our reach (in India) in the coming**

months. We also want the consumer to change his perception of the company, hence the (country-specific) campaign to elevate the brand's perception. The thematic campaign built around Indian insights is being piloted in TN and Karnataka.