



PEPSICO POSITIVE

INDIA
HIGHLIGHTS
2024

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A LETTER FROM OUR LEADER



PepsiCo Positive: At the Heart of Our Transformation

At PepsiCo India, PepsiCo Positive (pep+) is more than a sustainability framework, it's a mindset guiding how we grow, operate, and show up for the future. Whether it's supporting sustainable farming, reimagining our product portfolio, or reducing our environmental impact, pep+ shapes every decision we make.

India has been central to PepsiCo's global journey for over 30 years. As we've grown with the country, we've remained committed to creating value beyond business, working with partners, communities, and consumers to help drive inclusive, long-term progress.

This belief in Partnership of Progress runs deep. From our farmers to our frontline teams, every stakeholder plays a role in building a more responsible, resilient future. Together, we're moving towards choices that are not only good for business but better for people and the planet.

pep+ isn't a project, it's a call to action. One that asks each of us to lead with purpose and act with intention. Because when we commit to progress, every step becomes a step forward for all.

Jagrut Kotecha

CEO PepsiCo India & South Asia



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PepsiCo Positive



Guiding PepsiCo is our vision to Be the Global Leader in Convenient Foods and Beverages by Winning with **pep+** (PepsiCo Positive). **pep+** is our roadmap for how we operate within planetary boundaries and promote positive change for the **planet and people**.

pep+ has three interconnected pillars



POSITIVE AGRICULTURE

We strive to act as an industry leader and set ambitious nutrition goals that are aligned with guidance from global health authorities.



POSITIVE VALUE CHAIN

We are helping to build a circular and inclusive value chain.



POSITIVE CHOICES

We are inspiring people through our brands to make choices that create more smiles for them and the planet.

PEPSICO POSITIVE: POSITIVE CHOICES



We're working to make the positive choice the easy choice for our consumers all around the world.

We've been on a journey to make it easier for consumers to choose the great-tasting convenient foods and drinks they want that are nutritious, enjoyable and fit their lifestyle. To do so, we're taking a multi-pronged approach to transform recipes across our portfolio to accelerate the reduction of added sugars, sodium and saturated fat.

EXPANDED PORTFOLIO OFFERINGS



We are primarily focused on accelerating the reduction of added sugars, sodium and saturated fat in our convenient foods and drinks, and increasing the diversity of ingredients we use to make them.

INNOVATIVE PACKAGING SOLUTIONS



Develop and deploy disruptive sustainable packaging materials and new models for convenient foods and beverages.

PLANET+ PEOPLE BRANDS

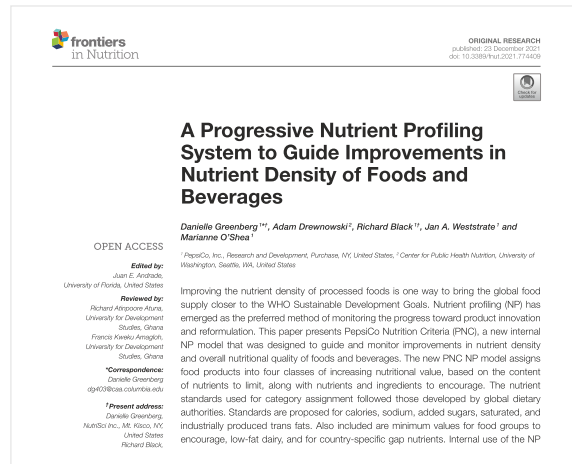


Leverage our scaled brands to embody and amplify positive outcomes for the planet and people.

PEPSICO NUTRITION PHILOSOPHY



PepsiCo understands the important role of nutrition in public health, and we remain focused on improving the nutritional quality of products within our portfolio to provide more positive choices for our consumers.



PepsiCo Nutrition Criteria

Our nutrition sciences team developed the PepsiCo Nutrition Criteria (PNC) to provide nutritional guidance to the teams creating our foods and beverages, whether they are reformulating existing products or developing new ones. These science-based criteria consider recommendations for food and nutrient intake from leading global and national public health authorities including the World Health Organization (WHO), the U.S. Department of Agriculture (USDA) and the National Academy of Medicine.

<https://pmc.ncbi.nlm.nih.gov/articles/PMC8733001/>

The PNC standards include guidance on:



NUTRIENTS TO LIMIT:

Nutrients that, when consumed in excess, have been well-established as dietary factors that can contribute to the risk of certain diet-related conditions. They include: Saturated fat, Trans fat, Sodium and added Sugars.



NUTRIENTS TO ENCOURAGE:

Nutrients that have been identified as being commonly under-consumed in the population. They are sometimes called "shortfall nutrients." They typically include: fiber, specific vitamins and/or minerals such as iron, vitamin D and calcium.



FOOD GROUPS TO ENCOURAGE

Food groups that have been established as contributing to well-balanced diets, including legumes, whole grains, plant-based proteins, fruits and vegetables and nuts and seeds.



GLOBAL PRODUCT GOALS AND PROGRESS

We are inspiring positive choices by raising the bar to improve the nutritional profile of our products. We have set challenging 2025 targets to pursue our goals of positive nutrition

ADDED SUGARS, SATURATED FAT & SODIUM GOALS

REDUCE ADDED SUGARS

≥67%

of beverage portfolio volume will not exceed 100 Calories from added sugars per 12 ounce serving.



REDUCE SATURATED FAT

≥75%

of convenient foods portfolio volume will not exceed 1.1 grams (g) of saturated fat per 100 Calories.



REDUCE SODIUM

≥75%

of convenient foods portfolio volume will not exceed 1.3 milligrams (mg) of sodium per Calorie.



PROGRESS (FY 2024)

62%

of our beverage portfolio volume* did not exceed **100 calories from added sugars** per 12-oz serving.

77%

of our convenient foods portfolio volume^ did not exceed **1.1 g of saturated fat** per 100 calories

72%

of our convenient foods portfolio volume^ did not exceed **1.3 mg of sodium** per calorie

*In our top 26 beverage markets

^In our top 23 convenient foods markets. A goal we achieved four years ahead of schedule in 2021

"In our top 23 convenient foods markets

2030 GLOBAL PRODUCT GOALS AND PROGRESS



In 2023, we announced two new nutrition-related goals



Sodium Reduction Goal

By 2030, our aim is to ensure at least 75% of our global convenient foods portfolio volume meet or are below category sodium targets.^a



Diverse Ingredients Goal

By 2030, we aim to deliver 145 billion portions of diverse ingredients annually in our global convenient foods portfolio. Each portion will provide approximately 10% of the suggested daily amount of a diverse ingredient.^b

^a New PepsiCo global sodium targets have been set across 30 food categories to further reduce sodium. The category targets are approximately 15-30% lower than the company's 2025 target for key convenient food categories. For more information: <https://www.PepsiCo.com/our-impact/esg-topics-a-z/Sodium>

^b Based on published dietary guidelines for select countries, WHO Healthy Diet Fact Sheet, and Eat Lancet Planetary Healthy Diet report.

WHAT ARE DIVERSE INGREDIENTS?

"Diverse ingredients" are food groups and ingredients – such as legumes, whole grains, plant-based protein, fruits & vegetables, and nuts & seeds – that people don't consume enough of in many countries. We are purposely incorporating diverse ingredients in both new & existing products that are better for the planet and/or deliver nutritional benefits.



Whole Grains



Fruits & Vegetables



Nuts & Seeds



Legumes



Plant Protein



Commitment to the 'Eat Right Movement' by Indian Regulator

'The Eat Right Movement is a multi-sectoral effort with primary focus on reducing our daily intake of salt, sugar, fat, phasing out trans fat from our diets and promoting healthier food options.

We pledge our commitment to this movement in line with our 2025 Sustainability commitments.



Our 'Refreshed Portfolio' Offerings for the Indian market

We aim to provide consumers with nutritious and great-tasting food and beverages that are convenient and meet their lifestyle needs.

We strive to leverage the power of our brands to drive positive changes for society by using innovative seasoning techniques.

We have made significant progress by reducing 5% to 25% sodium across popular variants of our snacks master brands, Lay's and Kurkure (including Lay's Classic Salted, Lay's India's Magic Masala, Lay's American Style Cream & Onion, Lay's Spanish Tomato Tango, Most of the Kurkure Masala Munch, Kurkure Naughty Tomato and Kurkure Chilli Chatka). Nearly 75% of the Pep India Foods portfolio volume is already compliant with our commitment to not exceed 1.3 milligrams (mg) of sodium per calorie.

We are delivering nearly 3,388 MM portions of wholegrain through our brand Quaker.

Over 40% of our portfolio today is <100cal/serving i.e with *mid calorie & zero sugar innovations like Pepsi Zero Sugar, 7UP Zero Sugar, Gatorade Zero Sugar, etc

*mid calorie is 7g added sugar/100ml

OUR 'REFRESHED PORTFOLIO' OFFERINGS FOR THE INDIAN MARKET



5% to 25%
sodium reduction on
our popular brands



In line with Global PepsiCo Nutrition
Criteria for sodium, **meets 1.3**
mg/calories



Innovations in line with new
pep+ sodium goals

We have also expanded
alternate beverage and
hydration choices for
consumers:

Aquafina
Gatorade Zero Sugar



Expanded the
availability of **zero-**
calorie offering



Offering Nutritious Choices



POWER OF OATS



QUAKER OATS - PROVIDES A RANGE OF HEALTH BENEFITS



2x Protein and Fiber^a

When compared with a serve of cornflakes, Quaker wholegrain oats have double the amount of protein and fiber



Nutrients that support healthy immune system^b

Quaker Wholegrain Oats are a natural source of zinc and iron. Iron and Zinc help support a healthy immune system.



Helps maintain weight^c

Quaker Wholegrain Oats are a rich source of dietary fiber and diets rich in dietary fiber helps maintain weight



Lasting energy^d

Oats contain fibers and slowly absorbed carbohydrates that can increase satiety providing lasting energy



Helps reduce cholesterol^e

Quaker Wholegrain Oats have unique soluble fiber B-glucan. 3g or more per day of soluble fiber from oats help reduce blood total & LDL cholesterol levels.



a. Comparison with similar food 'Breakfast Cereal' (cornflakes): Atlas of Indian Food: 2015

b. Quaker Oats are a natural source of iron & zinc. Iron & zinc help support a healthy immune system. (EU Regulations 2012)

c. Nutrient requirements and RDAs for Indians – ICMR, 2010

d. Oats contain fibers & slowly absorbed carbohydrates that can increase satiety (providing lasting energy)

e. 3g or more per day of soluble fiber from oats help reduce blood total & LDL cholesterol levels (USFDA, EU Commission Regulations)

KNOW OUR PRODUCTS



QUAKER 100% WHOLEGRAIN OATS

HELPS REDUCE CHOLESTEROL, LASTING ENERGY



- 100% Natural Wholegrain
- Lasting Energy¹
- 2x Protein & Fiber²
- Nutrients that Support Healthy Immune System³
- Helps Maintain Weight⁴
- Helps Reduce Cholesterol⁵
- May Help Reduce Risk of Blood Pressure⁶

¹ Oats contain fibers & slowly absorbed carbohydrates that can increase satiety (providing lasting energy)

² Comparison with similar food 'Breakfast Cereal' (cornflakes): Atlas of Indian Food: 2015

³ Quaker Oats are a natural source of iron & zinc. Iron & zinc help support healthy immune system. (EU Regulations 2012)

⁴ Dietary Guidelines for Indians, 2011

⁵ 3g or more per day of soluble fiber from oats help reduce blood total & LDL cholesterol levels (USFDA, EU Commission Regulations)

QUAKER OATS MULTIGRAIN

HIGH FIBER, AIDS DIGESTION



- Power of 5 (Wholegrain Oats, Wheat, Barley, Ragi, & Flax Seeds)
- Oats Help Reduce Cholesterol[#]
- High Fibre Aids Gut Health[†]
- Source of Protein
- Helps Maintain Weight⁴
- 22% of Daily Fiber Requirements (2 serves)[&]

⁶ Oats are naturally low in sodium. Low sodium diets may help reduce the risk of high blood pressure, a disease associated with many factors. Individuals with high blood pressure should consult their physicians.

[#] 3 g or more per day of beta glucan (soluble fiber) from oats help reduce blood total-and LDL- cholesterol levels. (USFDA, EU Commission Regulations)

[†] Product is a rich source of fiber. (WHO/Wholegrain Council)

[&] Nutrient requirements for Indian 2020

GOODNESS OF FRUIT JUICE



TROPICANA 100% ORANGE JUICE PROVIDES **30% RDA OF VITAMIN C** PER SERVE²

WHERE IS IT FOUND?

Vitamin C is naturally high in citrus juices such as orange, lemon, gooseberry, etc.



Tropicana Orange

Juice has:



No added colour



No added sugars[#]



No added preservatives



1 ltr pack contains the juice of 17 oranges^{*}

^{*} Fruit equivalence for a 1 ltr pack based on one orange size = 100g

[#] Contains Naturally Occurring Sugars

1 Carr, A.C. and S. Maggini, Vitamin C and Immune Function. Nutrients, 2017. 9(11)

2 Recommended Dietary Allowances and Estimated Average Requirements. Nutrient Requirements for Indians-NIN-ICMR, 2020

ACTIVE HYDRATION PARTNER



Gatorade is backed by more than 50 years of studying the best athletes in the world including years of hydration and sports nutrition research at Gatorade Sports Science Institute (GSSI). Gatorade is a scientifically formulated drink with fluids and electrolytes to help hydrate and replenish.



THE ELECTROLYTE COMPOSITION RECOMMENDED BY INSTITUTE OF MEDICINE (IOM)

Fluids

Helps rehydrate

- Helps restore lost body fluids

Na*K* Electrolytes

Helps replenish

- Helps replenish electrolytes lost in sweat

Flavour

Taste

- Helps stimulate drinking

Read more at <https://www.gssiweb.org/en/>

Committed to Supporting the Community



SCHOOL EDUCATION PROGRAM



At PepsiCo India, we acknowledge the importance of promoting healthy, nutritious and safe food, as well as the necessity to support initiatives to drive a larger impact for the society. In line with our commitment, we have implemented various initiatives aimed at raising awareness and helping communities in need.

SCHOOL EDUCATION PROGRAM (2018-2024)

PepsiCo India has effectively adopted Food Regulator's Eat Right School Programme, aligning with the company's commitment to raise awareness about nutritious, healthy and sustainable diets. Our focus is on enhancing nutrition education among school children through partnerships with nutrition colleges and NGOs. We aim to amplify our impact by building training capacity of the students as fellows, enabling them to conduct nutrition education sessions across over 120+ schools in India till now.



Reached

11.7 lakh

school children across India with sessions on Malnutrition, Benefits of Millets, Importance of Wholesome Breakfast & Wholegrains, and Iron Deficiency Anaemia



QUAKER 'BOWL OF GROWTH'

PROGRAM OVERVIEW



A HOLISTIC PROGRAM TARGETING MALNOURISHED CHILDREN FOCUSING ON 3 PILLARS:

NUTRITION



The nutritional needs were addressed using Quaker Multigrain & Millet, a specially designed product enriched with 18 essential vitamins and minerals. This product was adapted into locally relevant recipes such as Panjiri and Chivda, ensuring both nutritional value and cultural relevance

AWARENESS



Awareness is enhanced through specially curated thematic engagement sessions for children and their parents/caregivers. These sessions are designed to disseminate and reinforce key messages about the importance of wholesome nutrition, the prevention of malnutrition, iron deficiency anemia, and the role of millets in a balanced diet. Additionally, newer digital methods such as WhatsApp videos and polls were used to spread awareness. A program video and the Dohale Jeevan video were also utilized to highlight malnutrition and its impact on communities in a culturally relevant way.

EDUCATION



Education is advanced through structured workshops conducted daily, positively influencing the quality of life for both children and their caregivers. Complementing these efforts, Information, Education, and Communication (IEC) materials, including posters, leaflets, flipbooks, and an illustrated comic book, have been introduced. This comic book serves as a tool to highlight the importance of wholesome nutrition and further educate the community on maintaining a balanced diet. Additionally, engaging activities relevant to the age group are incorporated to enhance retention and facilitate learning in a playful manner.

*Quaker Multigrain & Millet is a part of Quaker Bowl of Growth initiative, to provide nutrition to children aged 3-5 years only. Does not claim to provide nutrition to infants. Not for commercial sale.

OUR QUAKER BOWL OF GROWTH JOURNEY

PROGRAM IMPACT AND KEY FINDINGS FROM 2024



Aligned with PepsiCo's ideology of Partnership of Progress, and building on the success story of Phase 1 with promising results and encouragement from the Maharashtra government, the Quaker Bowl of Growth program has expanded to scale further, aiming for a larger reach and enhanced nutritional intervention. As part of Phase 2, Quaker continues to conduct the program in Pune and has partnered with Akshay Chaitanya in Mumbai to achieve a broader reach & engage a new cohort. This expansion aims to reach a total of 15,000 children.

98%

of children consistently ate at least three-quarters of the 'panjiri' made with Quaker Multigrain & Millet-based recipe.

89%

of the children in the program experienced improved or stable growth parameters.

95.6%

of mothers and caregivers reported their children have a better appetite now



NUTRITION | AWARENESS | EDUCATION

**POSHAN RIGHT,
TOH FUTURE BRIGHT**



HEALTH AND NUTRITION



FUEL THE FUTURE

Initiative is India's first social impact STEM campus competition, designed to create a national movement. The program engages **53,000 students** from **approx. 2,200 colleges**, forming **3,544 teams**. It connects academia, government, corporates, NGOs, and media, showcasing PepsiCo's transformation journey and its significant community impact. This initiative aims to influence the **top 50 experts** in the field and create Gen Z ambassadors who will champion the cause. By fostering collaboration across various sectors, "Fuel the Future" not only highlights the importance of STEM education but also drives social change and innovation, empowering the next generation to lead with purpose



Inspiring the next generation while building new relationships with future consumers:

The program successfully reached over **53,000 students**, **approx. 2,200 colleges**, and **3,544 teams** across India. Its innovative design fostered a stronger stakeholder network, building new relationships with future consumers. Partnerships were strengthened with more than nine critical stakeholders at both national and state levels, including the Food Safety and Standards Authority of India, the National Institute of Nutrition, the Indian Dietetics Association, and the Nutrition Society of India. These collaborations have not only enhanced the program's impact but also ensured a comprehensive approach to nutrition education and awareness. By engaging diverse groups and fostering a sense of community, the initiative is paving the way for a more informed & purpose driven future

HELPING CONSUMERS MAKE MORE INFORMED DECISIONS

OUR PRODUCT LABELS ARE ALIGNED WITH LOCAL REGULATIONS

By displaying clear and prominent labeling on our product packaging, we are making it easy to understand the nutritional content of our beverages and foods, empowering consumers to make informed, positive choices.

Nutrition Claim Information

for nutrients for which a health or nutrition claim is made

Front of Pack (FOP) Energy Labeling

Information on energy (as kilocalories) per serving/pack

% RDA contribution

on energy, total fat, saturated fat, trans fat, added sugars and sodium

Nutritional Information			
RECOMMENDED SERVE 40 g			
NUMBER OF SERVINGS IN PACK 10			
NUTRIENTS	PER 100 g*	PER SERVE (40 g)	PER SERVE % RDA
ENERGY* (kcal)	407	163	8
PROTEIN* (g)	11.8	4.7	
TOTAL FAT (g)	9.5	3.8	6
PUFA (g)	4.0	1.6	
MUFA (g)	3.6	1.4	
SATURATED FAT (g)	1.9	0.8	3
TRANS FAT (g)	0	0	
CHOLESTEROL (mg)	0	0	
TOTAL CARBOHYDRATE (g)	68.5	27.4	
TOTAL SUGARS (g)	1.8	0.7	
ADDED SUGARS (g)	0	0	0
TOTAL DIETARY FIBRE*** (g)	10.0	4.0	
SOLUBLE FIBRE* (g)	3.8	1.5	
INSOLUBLE FIBRE (g)	6.2	2.4	
IRON (mg)	2.9	1.1	
MAGNESIUM (mg)	106	42.4	
SODIUM** (mg)	9.5	3.8	0
ZINC (mg)	2.0	0.8	

* Approximate Values

Serve Size and no. of servings

OUR SUSTAINABLE PACKAGING VISION



**WE HAVE AN ENDEAVOUR TO MAKE
OUR PACKAGING RECYCLE FRIENDLY.**

We're doing our part to help reduce or eliminate plastic waste with a broad-based approach that focuses on three strategies:



REDUCE

the amount of
plastic we use



REINVENT

packaging
materials and
solutions



RECYCLE

more plastic to keep
the material in the
circular economy

Launch of Pepsi® Black™ bottles made from 100% recycled PET*

PepsiCo India reinforced its commitment towards sustainability and plastic circularity by introducing India's first 100% rPET (recycled plastic) bottles (*excluding label and cap) in the Carbonated Beverage category with Pepsi® Black™.

They are manufactured in India in partnership with Srichakra Polyplast (India) Private Limited with bottling partners, Varun Beverages & Jai Beverages Private Limited.

*Except cap and label



GOING BEYOND THE PORTFOLIO: IMPACTING COMMUNITIES

PLASTIC

Purna-Unnati Ki Sajhedaari

PepsiCo launched the Purna Project ("Purna – Unnati ki Sajhedari"), which means "Complete Progress with Collective Partnership", an initiative that aims to transform the working conditions and livelihoods of the waste workforce by developing a circular, equitable and inclusive model of effective waste management in Mathura-Vrindavan, India.

- Adopting responsible waste disposal
- Creating awareness on no littering
- Waste segregation & no-littering campaigns
- Creating financial resilience, empowering and respecting the waste workforce



Impact Numbers

10,000+

property units

50,000

citizens

250+

waste workers professionalized



AGRO

Project Mitti Didi

We have equipped women in Uttar Pradesh and West Bengal to operate the portable soil health testing machines, helping farmers access timely and accurate insights on soil health and nutrition needs.

- Promoting informed agricultural practices through soil testing across 12 key parameters – Potassium, Magnesium, Boron, pH, and more, providing results in just 30 minutes.
- Breaking barriers to traditional soil testing—delays, inaccuracy, and seasonality
- Building economic opportunities for women as community agri-preneurs
- Supporting better crop planning and increased productivity for farming communities



WATER

Water and WASH Initiative: Strengthening Community Water Security in Mathura

In partnership with FORCE Trust, PepsiCo Foundation is enabling access to safe drinking water, improving sanitation, and promoting community-led water stewardship across 13 villages in Mathura, Uttar Pradesh. To date, the initiative has positively impacted over 50,000 residents.

Key highlights:

- 2.02 crore litres of annual water harvesting capacity created
- 6 new wells constructed and 1 restored to improve groundwater access
- 11 school water points installed, benefiting 3,200+ students
- 500 rain barrels 'Paani ki Gullak' (Varsha Drums) installed in homes, with 500 more in progress
- 1000-litre/hour RO facility inaugurated in Mehrana on World Water Day



Aligned with PepsiCo India's 'Partnership of Progress' philosophy, this initiative reflects the company's commitment to sustainable, community-driven water solutions that enhance public health, and build water resilience.

WATER

Hathras' First Zero Water Flow Out Village

In partnership with FORCE Trust, we launched the Watershed Health Initiative in Hathras, Uttar Pradesh, focused on strengthening climate-resilient agriculture and water conservation at the grassroots level. The first 'Gaon ka Pani Gaon Mein' model village was inaugurated in Chintagarhi, aimed at achieving zero rainwater flow-out.

Key highlights:

- Reached 2,300+ farming families, promoting sustainable, water-efficient agriculture
- Enabled 8.12 crore litres of annual water conservation through rainwater harvesting and irrigation practices
- Created 45 water-efficient farms, saving 40–90% water through improved techniques
- Engaged 10 Gram Panchayats in active water stewardship



The model village features multi-point groundwater recharge systems, pond revival efforts, and smart farming demonstrations, serving as a replicable model for sustainable water conservation.



PEPSICO

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