pep+
pepsico positive

PEPSICO POSITIVE







India Highlights 2025

Published in November 2026





FROM THE CEO'S DESK

At PepsiCo India, our growth story is closely intertwined with India's progress. As we build our businesses, we have much to be proud of; not just in what we achieve, but in how we achieve it and the lasting value we create for our consumers, communities and the country.

For us, responsible growth means ensuring that as our business grows, the value we create grows with it.

That starts with our consumers. More than 70% of our beverage portfolio today comprises zero-sugar or mid-calorie options, while boasting of a foods portfolio with no artificial colours and flavours. This commitment further extends to our farmers, with 100% of our high chip-grade potatoes sourced locally, helping strengthen our partnerships across India's agricultural ecosystem.

It also means growing with a lighter environmental footprint. More than 800 distributor-linked vehicles have transitioned to electric mobility, supporting over 6 lac kilometres of electric travel annually. Combined with our efforts in water replenishment and regenerative agriculture, this is how we are working to build a business that grows responsibly, strengthens livelihoods and contributes to a more resilient future.

This is what PepsiCo Positive (pep+) means to all of us at pepsiCo; balancing our business ambitions with the responsibility to grow sustainably and create lasting value. It is also the foundation of our philosophy of Partnership of Progress, rooted in the belief that meaningful progress is achieved when we move forward together.

As we look ahead, we will continue to build our business with purpose, creating smiles with every sip and every bite while contributing to a stronger, more sustainable future for India.

Together, we will continue to grow with India and create progress that matters.

Jagrut Kotecha
CEO, PepsiCo India & South Asia



TABLE OF CONTENTS

01 POSITIVE CHOICES

We are inspiring through our brands	06
We are delivering more diverse ingredients like wholegrains	07
We are re-imagining our snacks	08
We are bringing our ingredient story to forefront	09
We are offering diverse range of permissible choices across beverage portfolio	10
We are offering consumers nutritious choices such as fruit juices	11
We are offering scientifically formulated beverages to help rehydrate	12

02 COMMITTED TO SUPPORTING COMMUNITY THROUGH NUTRITION INTERVENTIONS

School Education Program	14
Quaker Bowl of Growth	15
Fuel the Future	17

03 GOING BEYOND THE PORTFOLIO: IMPACTING COMMUNITIES

Pink Smile- Health & Nutrition	20
Watershed Health Initiative	21
Sustainable Water Resource Development & Management	21
Revolutionari- Women Empowerment Initiative	22
Project Purna- Solid Waste Management	22

pep+ is the future of our company. It represents a fundamental transformation of what we do and how we do it to create growth and shared value, with sustainability and human capital at the center.

We are changing how we source ingredients, how we make and sell our products, and how we inspire people through our brands.

At its core, pep+ is guided by three interconnected pillars:

POSITIVE AGRICULTURE



We are working to source our crops and ingredients in ways that restore the earth and strengthen farming communities.

POSITIVE VALUE CHAIN



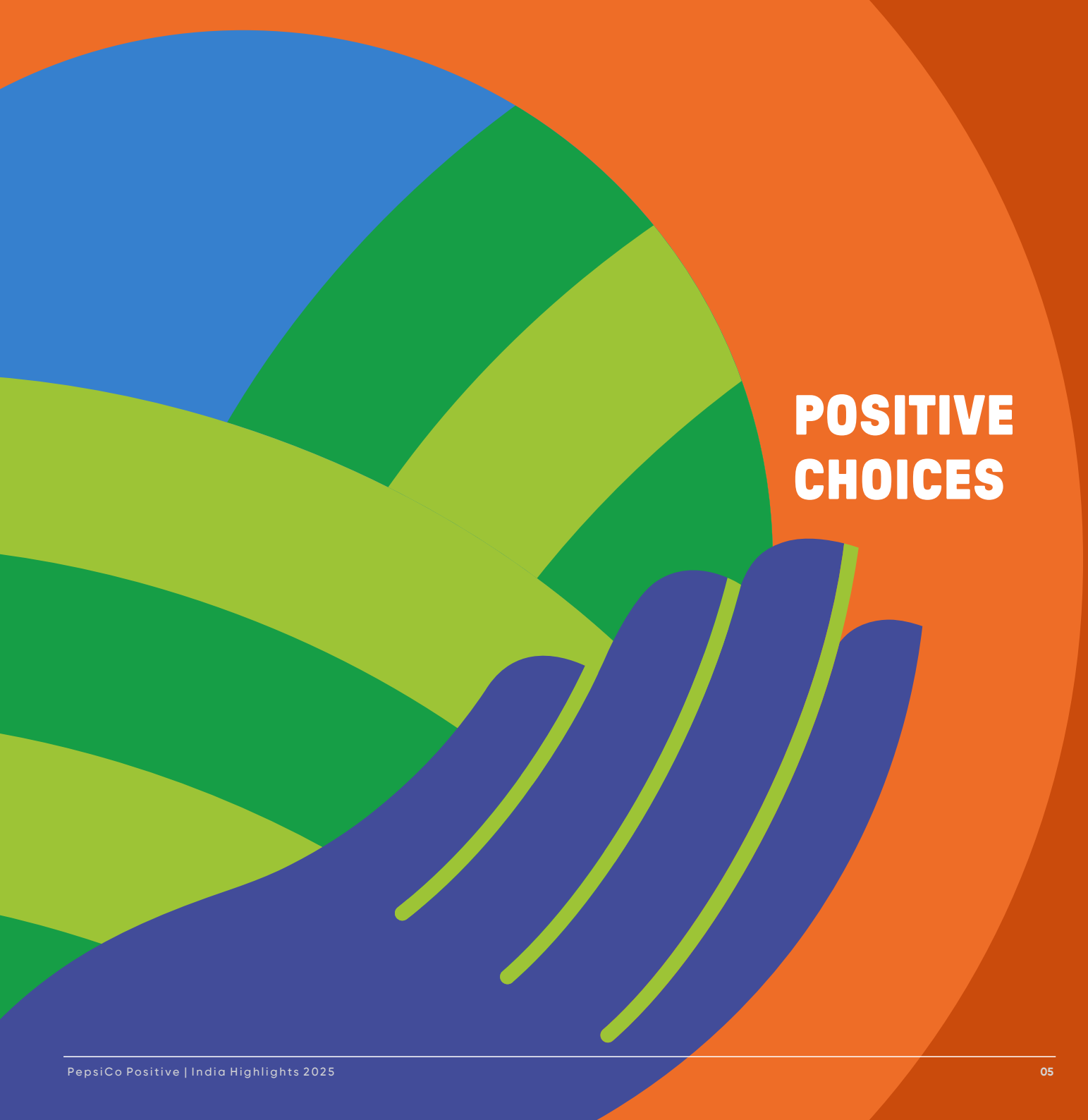
We are helping to build a circular and inclusive value chain

POSITIVE CHOICES



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

Together, these define how we operate within planetary boundaries and how we create positive impact for the planet and people.



POSITIVE CHOICES

THROUGH POSITIVE CHOICES, WE ARE INSPIRING PEOPLE THROUGH OUR BRANDS TO MAKE CHOICES THAT CREATE MORE SMILES FOR THEM AND THE PLANET

THE RECIPE IS CHANGING

We're working to reduce added sugars, sodium, and saturated fat, as well as add more diverse ingredients across our entire portfolio- evolving the products people love to offer more nutritious options, while keeping the great taste that made them iconic.





INGREDIENTS THAT DO MORE

We're expanding the diversity of what we offer by including ingredients such as wholegrains & millet in our portfolio.

ENHANCING NUTRIENT DENSITY

We are striving towards increasing the diversity of product options in our portfolio and we have established diverse ingredients goal to deliver 145 billion portions of diverse ingredients by 2030.

Diverse ingredients such as wholegrains, legumes, plant-based proteins, fruits & vegetables, nuts and seeds are under consumed in many countries & their increased consumption can make diets nutritionally diverse.



WE ARE DELIVERING MORE DIVERSE INGREDIENTS LIKE WHOLEGRAINS THROUGH QUAKER PORTFOLIO- ANCHORED IN SCIENCE, AND POSITIVE NUTRITION





QUAKER OATS WHOLEGRAIN

WORLD'S NO.1 OATS BRAND§

12G^ § Natural Protein

33% Fibre‡

^ Per 100g rolled oats

§ Euromonitor international limited, staple foods 2026 edition. As per hot cereals definition, retail value sales, RSP, All retail channels, 2025 data

‡ Of adult's RDA (based on 2 serves per day)

Source: https://www.pepsicoindia.co.in/our-stories/press-release/pepsico-strengthens-nutrition-credentials-with-landmark-quaker-restage-spotlighting-protein-and-fibre

QUAKER OATS MULTIGRAIN

OATS Help reduce cholesterol ¤

WHEAT Source of energy

RAGI Source of calcium

BARLEY Source of fiber

FLAX SEEDS Source of protein

HIGH FIBRE – AIDS GUT HEALTH

MULTIGRAIN ADVANTAGE

‡ Made with Wholegrain Oats ø High Fibre aids gut health ~ 22% of daily fibre [2 serves]

** Helps maintain weight ~ Source of protein + Energy equal to 2 rotis

POWER OF 5 (OATS, WHEAT, BARLEY, RAGI, FLAX SEEDS)

REFERENCES:

¤ 3g or more per day of beta glucan (soluble fibre) from oats helps reduce blood-total and LDL-cholesterol levels. (USFDA, EU Commission Regulations)

+ Based on 1 serve (45g) of dry product

** Dietary guidelines for Indians, 2011

ø Product is a rich source of fibre. (WHO/ Wholegrain council)

~ Nutrients requirements for Indians 2020

* National Barley Foods Council

DID YOU KNOW ?

WE HAVE OVER 140 YEARS OF EXPERIENCE IN UNDERSTANDING THE GRAIN OF OATS!

Oats inherently possess a distinctively dense nutritional profile - characterized by a **higher protein content** relative to most commonly consumed Indian cereal staples, **a superior essential amino acid composition, and appreciable levels of β -glucan-rich soluble fibre***

The integration of oats into existing cereal-based dietary patterns thus offers a pragmatic and evidence-informed approach to improving overall dietary quality without necessitating radical shifts in food culture or eating behaviors.



*Sima P, et al. Nutritional and Phytochemical Composition and Associated Health Benefits of Oat (Avena sativa) Grains. Scientific World Journal. 2023; PMC10365923. PMC10365923

WE ARE RE-IMAGINING OUR SNACKS USING NEW TECHNOLOGIES LIKE KETTLE, BAKED, POPPED

These products combine ingredient intelligence, culinary craft with locally & globally inspired flavours that deliver a unique experience for consumers



WE ARE BRINGING OUR INGREDIENT STORY TO THE FOREFRONT

Our food products are made without artificial colours and flavours, reflecting its science-led approach to product design, ingredient selection and quality standards.



WE ARE OFFERING A DIVERSE RANGE OF PERMISSIBLE CHOICES ACROSS OUR BEVERAGE PORTFOLIO

We reduce sugar, and enhance hydration and refreshment benefits of our products.

With innovations like **7UP Zero Sugar, Pepsi Zero Sugar, Nimbooz Zero Sugar,** and **Gatorade Zero Sugar**, we provide options that help them stay refreshed and hydrated whether at work, at home, or on the go.



WE ARE OFFERING CONSUMERS
NUTRITIOUS CHOICES SUCH AS FRUIT JUICES

TROPICANA PREMIUM GOLD ORANGE JUICE

- IS RICH SOURCE OF VITAMIN C
- HAS NO ADDED SUGARS
- HAS NO ADDED COLOUR
- HAS NO ADDED PRESERVATIVES



DID YOU KNOW ?

ORANGES ARE A KNOWN SOURCE OF VITAMIN C.

They also have B Vitamins that help you remain active.*

*FRUITS. 2nd Edition, NIN, 2011

WE ARE OFFERING SCIENTIFICALLY FORMULATED BEVERAGES TO HELP REHYDRATE

GATORADE

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



SUPPORTING COMMUNITIES THROUGH NUTRITION INTERVENTION

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 (2018-2025)

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

13 LAKHS

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

QUAKER BOWL OF GROWTH



PepsiCo Foundation and PepsiCo India, in collaboration with MAMTA Health Institute for Mother and Child, launched the Quaker Bowl of Growth initiative in Maharashtra with a shared vision of addressing child malnutrition through a sustainable, community-driven approach. Anchored in the belief that good nutrition is fundamental to a child's health, growth, and future potential, the initiative brought together the strengths of the public, private, and development sectors to deliver an integrated nutrition intervention across different social and geographical settings.

Supported by the Government of Maharashtra, the programme was implemented in rural Pune and urban Mumbai in partnership with MAMTA Health Institute for Mother and Child and Akshay Chaitanya. By leveraging existing community platforms, including Anganwadi Centres, Balwadi Centres, and primary schools, the initiative strengthened access to nutritious food while fostering greater awareness of healthy nutrition practices among children, caregivers, and communities.

THE QUAKER BOWL OF GROWTH INITIATIVE FOCUSED ON TWO CRITICAL AGE GROUPS, CHILDREN AGED 3–5 YEARS AND 6–14 YEARS.

The intervention included the providing fortified multigrain, millet-based nutritional supplementation in locally relevant formats, along with nutrition education for both children and their parents, recognising that sustainable improvements in nutrition require both access to nutritious food and the knowledge to make informed dietary choices.

The programme was implemented under real-world conditions over six months in Pune and over a shorter period of two months in Mumbai. Despite the difference in implementation duration, the initiative demonstrated the potential of integrated nutrition interventions to improve child nutrition outcomes across both rural and urban settings. The programme further highlighted that meaningful progress can be achieved within relatively short implementation periods when evidence-based interventions are delivered through strong public-private partnerships and existing government systems.



The findings of the Quaker Bowl of Growth initiative demonstrate that well-designed, community-based nutrition interventions, implemented through strong public-private partnerships, can achieve meaningful improvements in child nutrition outcomes within a relatively short timeframe.

INTERVENTION IMPACT: ACHIEVING MEANINGFUL IMPROVEMENTS

3–5 YR OLD | PUNE (RURAL) - 6 MONTH INTERVENTION

~95.5%
of the children showed improved & stable growth parameters



~39%
of the children recovered to normal nutritional status

3–5 YR OLD | MUMBAI (URBAN) - 2 MONTH INTERVENTION

~91%
of the children showed improved & stable growth parameters



~27%
of the children recovered to normal nutritional status

6–14 YR OLD MUMBAI (URBAN) 2 MONTH INTERVENTION

~92%
of the children showed increase in nutrition knowledge score



~0.5G/DL
improvement in Hb levels

FUEL THE FUTURE

Fuel the Future 2025 was designed as a platform to nurture the next generation of leaders and changemakers, equipping students with the knowledge, skills, and confidence to create positive impact in their communities. Through partnerships with 11 leading academic institutions spanning 15+ disciplines, the initiative engaged more than 165 students, with over 60 finalists advancing through the challenge. By bringing together diverse perspectives, the program fostered interdisciplinary learning and encouraged students to think critically about real-world health and nutrition challenges.



A key focus of the initiative was capacity building and experiential learning. Through mentorship and expert interactions, students strengthened essential skills such as problem-solving, teamwork, communication, and strategic thinking. Participants also benefited from a dedicated skill-development masterclass in collaboration with Imperial College London, focused on pitching, storytelling, and effective communication. The session equipped students with practical tools to articulate ideas with clarity and confidence, helping them develop leadership and presentation skills that extend beyond the classroom and into their future careers.



AT ITS CORE, FUEL THE FUTURE 2025 RECOGNIZED GEN Z AS A POWERFUL FORCE FOR POSITIVE CHANGE.

The program provided students with a platform to share their perspectives, translate their ideas into action, and engage with experts and leaders working at the intersection of nutrition, health, and sustainability. Through learning, mentorship, and hands-on experiences, the initiative demonstrated the value of academic partnerships in fostering future-ready talent while empowering young people to play an active role in building more informed and sustainable communities.



GOING BEYOND THE PORTFOLIO: IMPACTING COMMUNITIES

GOING BEYOND THE PORTFOLIO: IMPACTING COMMUNITIES

PepsiCo India aims to be a net contributor to society by driving transformative impact through strategic interventions and partnerships. Its efforts are guided by two core approaches—Communities and Livelihoods—focused on five key areas: Water, Waste, Food Security, Farming, and Workforce Development. Water initiatives enhance community access and sustainability; waste efforts promote circularity and dignity for workers; food security programs address malnutrition complimenting government interventions; farming initiatives support income growth through entrepreneurship, technology and wellness; and workforce development improves employability and inclusive livelihoods. These initiatives are delivered through long-term partnerships, reinforcing PepsiCo India's commitment to building resilient and inclusive communities.

PINK SMILE HEALTH & NUTRITION

The Pink Smile initiative in **Mathura** addresses malnutrition and anaemia through a comprehensive healthcare approach aligned with national missions. It focuses on **early screening, treatment support via teleconsultations,** and **improved nutrition practices, reaching vulnerable women, children, and adolescents** through mobile medical units, awareness campaigns, and community capacity building—driving sustained health-seeking behaviour change.



WATERSHED HEALTH INITIATIVE



PepsiCo's Watershed Health Initiative in Hathras program working with local communities and growers, aims to demonstrate how integrated water stewardship can simultaneously restore ecosystems, strengthen community resilience and improve livelihoods in one of India's most water stressed regions.

PepsiCo's Watershed Health Initiative in Hathras has delivered **280+ million litres** of annual water recharge and savings through recharge structures and the restoration of major water bodies. Water-efficient practices **across 90+ demonstration farms** have reduced irrigation demand by **40–90%** without impacting yields. The program has strengthened governance through **20 zero-water-outflow village plans** and created replicable models such as a Model Water Village. It has improved livelihoods for farming families establishing a scalable framework for watershed management.

SUSTAINABLE WATER RESOURCE DEVELOPMENT AND MANAGEMENT PROGRAM – WATER REPLENISHMENT & COMMUNITY IMPACT

PepsiCo India has achieved **100% water replenishment across its Kosi, Pune, and Channo plants,** enabling the recharge of **1,000+ million litres of water** through the **restoration of 35 rainwater harvesting structures.** The initiative has positively impacted **89,000+ community members** by improving water access, strengthening sustainable agriculture, and enhancing livelihood resilience through SHG formation, improved farming practices, and targeted water stewardship efforts.



REVOLUTIONARI WOMEN EMPOWERMENT INITIATIVES

RevolutioNari is a nationwide initiative aimed at empowering **1 million women** through a structured pathway spanning awareness, upskilling, and employment enablement. Aligned with national skilling priorities, the program creates access to opportunities across sectors such as retail, manufacturing, agriculture, and STEM—enabling women to move from career awareness to meaningful employment and contribute to inclusive economic growth.

At its core, the initiative advances **inclusive skilling** by ensuring equitable access to opportunities, regardless of background, gender, or geography. It drives **community-led impact** through deep grassroots engagement, building aspiration and enabling sustained behavioural change. This impact is further amplified through **multi-stakeholder partnerships,** bringing together corporates, NGOs, and government bodies to scale reach, expand access, and deliver long-term, sustainable outcomes.



PROJECT PURNA SOLID WASTE MANAGEMENT

PepsiCo India, in collaboration with PLAN Foundation launched an Integrated Solid Waste Management (ISWM) Pilot Project in **Mathura, Sangrur and Pune** districts across India. The initiative aims to build a replicable, scalable, sustainable, and inclusive waste management model that strengthens existing systems, empowers local communities, and drives positive environmental and social impact.

Project Purna spans **19 villages,** reaching over **100,000+ citizens** across **29,000+ properties.** The program engages and supports waste workers, creating direct livelihood opportunities and enabling additional income through SHG-led enterprises and waste value chains.





pepsico

This brochure is published by
PepsiCo India Holdings Private Limited.

©PepsiCo India Holdings Private Limited