

- **Do your products have trans-fats? What are your comments?**

All our products are trans-fat free and our test reports confirm that we are well within the regulatory norms for making a claim of 'trans-fat free'.

Trans-fat is produced during the hydrogenation of vegetable oils. Since the launch of our business in India, we have not used hydrogenated vegetable oils to manufacture our food products and none of them therefore contain trans-fat. The range of edible vegetable oils currently used by us (including Refined Palmolein oil) continues to be non-hydrogenated and naturally trans-fat free.

We get our products analyzed regularly at independent, reputed, accredited and government-approved laboratories confirming that our food products are trans-fat free. The laboratory reports are also given on our website for consumers to go through them. Please visit <http://www.pepsicoindia.co.in/Download/print-media/SGS%20Oct%20'12%20TransFat%20Free%20Report%20I.pdf>

PepsiCo India is committed to the highest food quality standards and all products manufactured by PepsiCo meet stringent prescribed international and national guidelines. The products manufactured by PepsiCo India are fully compliant with the applicable regulations, including the labeling regulations, prescribed by the Food Safety and Standards Authority of India (FSSAI). The ingredients are sourced from reputed suppliers who meet international and national food safety, quality and regulatory norms.

Note-1: The term 'free' in the context of trans fat means where trans fat is less than 0.2 gm per serving of food [Regulation 2.2.2 (3) proviso 2, Food Safety and Standards (Packaging and Labelling) Regulation, 2011]. As per the globally accepted norm, serving size for potato chips or salted snacks is considered as 30g.

- **Why should we believe your test reports that say your products are trans-fat free?**

We get our products analyzed at independent, reputed and accredited laboratories such as Shriram Institute for Industrial Research, MicroChem-Silliker and SGS. These laboratories are also approved by Food Safety and Standards Authority of India (FSSAI). All three labs confirm that our products are trans-fat free.

- **What measures has PepsiCo taken to ensure responsible marketing to children in India?**

PepsiCo has taken a firm stand on responsible marketing to children by joining with other leading food and beverages companies in adopting the "India Pledge," a voluntary commitment not to advertise to children under the age of 12 years products that don't meet strict science-based nutrition criteria. We achieved 96.1 percent

compliance by the end of 2011 with the “India pledge,” as verified by an independent third party, which includes the following specific commitments:

- ✚ No advertising food and beverage products to children under the age of 12 on TV, print or the Internet, except for products that fulfill PepsiCo global nutrition criteria based on accepted scientific evidence and national dietary guidelines. Advertising to ‘children under 12 years’ means advertising to media audiences where at least half are children under the age of 12.
- ✚ No engaging in any commercial communications related to food and beverage products in primary schools, except for products that fulfill PepsiCo global nutrition criteria based on accepted scientific evidence and applicable national dietary guidelines.

- **What is PepsiCo’s policy on selling to schools?**

PepsiCo continues to implement a global policy for beverage sales in schools—focused on water, juice, milk and low-calorie beverages that support healthy nutrition habits among students. PepsiCo owned bottling operations will continue to offer healthy hydration options for students and align with schools to no longer provide full calorie soft drinks in primary or secondary schools. PepsiCo will work with its independent franchise bottlers, third-party vending companies and other distributors of PepsiCo beverages, as well as schools and local authorities to further align this policy beyond PepsiCo's direct operations. PepsiCo's policies alone cannot assure the actions of businesses outside of our operational control, so it should be noted that our products may appear in schools, sold by independent third parties. However, we view our policy as an opportunity to engage our peers in the industry and local authorities to adopt similar policies. It is only through a collaborative, industry-wide effort that a full-scale implementation of such a policy can be achieved.

- **PepsiCo provides nutrition information on its products. Is it doing more to promote awareness of the link between diet and health?**

PepsiCo provides product details (including nutrition information) on the packs for all its food and beverage brands to help consumers make informed choices. In fact, the nutritional and ingredient profiles of all our brands are provided on the website. Pls visit <http://www.pepsicoindia.co.in/brands.html>

We also support nutrition education programs to raise awareness of the importance of balanced nutrition and regular physical activity for a healthy lifestyle. PepsiCo India’s ‘Get Active’ programme, launched in 2007, has reached 1 million children across 12 metros and 477 schools. The programme works on the principal of engagement and enrollment by schools and encourages children to lead active lives and balance calories consumed and calories used. The initiative is conducted in partnership with NGOs Hriday, Swashrit and teaches children the importance of food and the calories they consume, along with how it can be managed by physical exercise.



In addition, we are committed to expanding our healthier portfolio and improving the nutritional profile of our products. We are putting significant marketing muscle behind healthier offerings such as Quaker Oats, Tropicana Juices, Baked Lay's and other baked snacks under our Aliva brand.