

'Community development is integral to our business'

Staff Reporter

SANGAREDDY: PepsiCo India Chief Manu Anand said the company was committed for the development of the community it has been working with and it always was the integral part of its business plan.

Addressing a gathering and speaking to the media along with Executive Director Vivek Bharathi on Wednesday at Cheriyal village after announcing the successful implementation of community partnership initiative resulting in restoration of three water bodies in Sangareddy mandal, Mr. Manu said three defunct ponds were restored at Cheriyal, Kashipur and Kothlapur villages. "The project was implemented successfully there by increasing the income of farmers to Rs. 15,000 per acre due to increased ground water levels. The farmers are ready for second crop cultivation," he said.

Water use efficiency

"Promoting water use effi-

• 'Promoting water use efficiency is one of our key planks to sustain our business'

• PepsiCo chief announces successful initiative implementation of community partnership

ciency within our plants and communities around them is one of our key planks to sustain and grow our business. Water use efficiency at Sangareddy plant was increased by reducing the wastage which has helped save 564 million litres of water every year.

"We are providing eight billion litres of water than what we are consuming. This was verified and certified by Deloitte," he said adding that they were moving ahead to reduce the water use further by innovating new technologies in the near future. However, he rejected to divulge any details.

Collector A. Dinakarbabu, who participated in the programme, appreciated the effort made by PepsiCo and urged the people to use the

opportunity provided by them for development.

India priority area

Answering a question, Mr. Manu said India was their priority area for food and beverages footprint and it would continue to be so in future as well with required investments at an appropriate time.

Stating that they were into contract farming in seven states with about 24,000 farmers tying up with them, he said 90 per cent of the farmers retained their tie-up as it was a win-win situation.

"We are offering a package with extending required technology and buy back assurance for farmers. We have yet to examine whether we can enter the coastal area of Andhra Pradesh near Odisha," he said.



PepsiCo India Chief Manu Anand, Collector A. Dinakarbabu at Cheriyal village in Medak on Wednesday. - PHOTO: MOHAMMED ARIF