

News monitored for: Pepsi - Corporate

THE HINDU
Business Line

A pep up



Chennai Fizz: Mr K. L. Lyakath Ali's store, Maharaja Supermarket, had a high profile visitor earlier this month, none less than PepsiCo CEO, Ms Indra Nooyi. To welcome her, the store had put up a large poster. As she was held up in traffic, she could make only a brief stopover to see the Pepsi beverages on display, says Mr Ali. His 30-year-old, 1,700 sq ft store on the busy Santhome High Road in Chennai, he says, is among the top in sales of Pepsi beverages in the area, which Pepsi officials confirm. His store, he says, was among the first where Pepsi's PET bottles were launched in the city way back in 1996. Maharaja sells a bewildering array of goods, from grocery and provisions to stationery and a range of imported fare. Mr Ali says he's proud that a woman from Tamil Nadu heads the worldwide operations of Pepsi. Pepsi's CEO, on a personal visit to the city of her birth, chose to make a quick visit to some stores, say Pepsi officials. — Bijoy Ghosh