



Punjab and Karnataka was severely hit last season, and the company hopes this experience will prompt more farmers to join the scheme this season. **BAJINDER PAL SINGH**

Weather cover planned for potato farmers

Khanna: After successful trial runs in Punjab, Maharashtra and Karnataka, **PepsiCo India** is planning to roll out a weather insurance scheme for potato growers in 10 states covering an area of 14,000ha. Partnering with ICICI Lombard, PepsiCo introduced weather based insurance for farmers in three states last year primarily for growers who supply potatoes for the company's potato chips business. The crop in