

# Business Standard

## **Pepsi to supply barley to UB**

**Sri Ganganagar:** Beverage giant Pepsi will procure more than 20,000 tonnes of barley worth Rs 20 crore from farmers in Rajasthan to supply this to beer manufacturer UB Group in the current fiscal. UB Group has tied up with PepsiCo India to source high quality barley for their brands. "Establishing contacts with farmers would help us in the long-term," PepsiCo Executive Vice-President (exports) Amit Bose said. "We have taken up a project with farmers in Rajasthan, under which we will help them grow barley for commercial use." *PTI*