

employer. We believe in building an understanding of our organization and our culture in students so that while evaluating us during at placement time they are able to make a more informed choice as a result of which we only get only those students on board who are genuinely interested in working for PepsiCo. Our own brand ambassadors try and help us achieve this across campuses.

Traditional, but effective, we believe in the 'word of mouth' as the best means of communication on campuses. In fact, word-of-mouth has a reputation of being the most trusted and reliable form of advertising. We try to build multiple touch points for students to experience 'PepsiCo' as an organization and these students are then the best representatives for us.

'Summers @ PepsiCo' is our two months summer internship program that we offer to students pursuing MBAs in premier institutions across the country. This is not only a stand alone two months internship program for us; but the first step in our journey to identify our Management Trainees for the following year. With this as the philosophy we ensure that summer interns work on key projects that have a strategic intent. These projects are hand picked by the Region President himself for all the interns. This ensures that these interns work on current challenges that the organization is facing and their contribution actually impacts over all business performance. This approach to our summer interns has resulted in about sixty percent of our management trainees actually coming from the interns who in the previous year. Whether they join us back or not, all students who intern with us endorse our brand on their respective campuses, giving a real picture of our organization to the others.

Another example is our Future Leaders Program. This program has been running for 15+ years now and over a period of time served as a great platform for Alumni from campuses to share stories with both new and prospective future leaders. We have been able to successfully

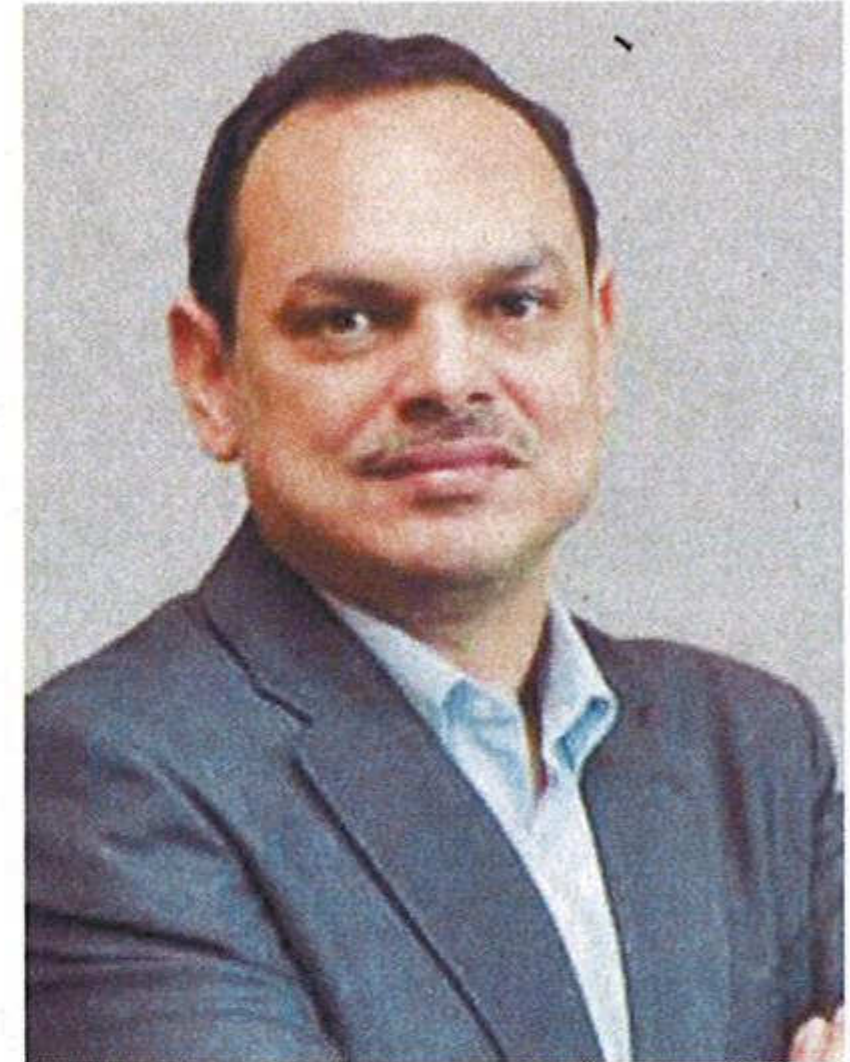
bond our employees with their alma mater by including them in the selection processes at the respective campuses. Also, students at the campus find it easier to relate to and trust their own seniors as they narrate their career journey and personal and professional development trajectory within PepsiCo.

Another initiative that creates brand ambassadors for us is our 'Become Indra's Advisors Contest' that has been running across the country's leading business schools for the last 4 years. Based on a business plan format, this contest presents the students with a current challenge actually being faced by the company. This flagship contest provides the B-School students with a lifetime opportunity to present their solution to none other than PepsiCo's Chairperson & CEO, Indra Nooyi at PepsiCo's Headquarters at Purchase, New York. These students truly become our brand ambassadors.

Other brand ambassadors are our own employees, where we also encourage interactions at campuses in the form of guest lectures, presentations and case studies. Many of our employees across functions visit campuses to interact with students and give them a taste of PepsiCo and the infinite possibilities that we have to offer to our prospective employees.

Creating the desired employer brand and getting the right brand ambassadors to talk about it in an ongoing basis is a journey. Focussed activities and consistency of experience, along with endorsement by a trusted group is imperative.

Of cribbing sessions and mess food, of night dhabas and morning classes, of idealisms and rushing hot blood- College is a memorable phase for everyone. All of us somewhere have a desire to relive that life of fun and friendships, of learning and optimism, of a belief in the world of endless possibilities. We at PepsiCo still live that life, where we are a 'College of Leadership' that offers to all its students an exciting journey with infinite possibilities. And who better to talk about all this, than all of those who have experienced it with us! **(HC)**



### **SAMIK BASU**

Chief People Officer

■ PepsiCo India Region

Samik heads the human resource function for PepsiCo's foods and beverages operations across India, Sri Lanka and Bangladesh. Samik joined PepsiCo in 2001 as Head of HR for Frito-Lay India, where he played a key role in leading the people agenda. Over the years, he has served in a variety of leadership roles in PepsiCo across Asia and Asia Pacific Regions. Samik was the HR Director, North and South Asia for PepsiCo's Asia Pacific Region in his last assignment. Prior to this, he served as the HR Director for Asia Pacific's South East Asia Business Unit based in Bangkok. Prior to joining PepsiCo, Samik worked with Unilever India for 8 years and with VIP Industries for 4 years. He holds a BA in Economics with Honors from Presidency College of Calcutta University and an MBA in Personnel Management and Industrial Relations from XLRI, Jamshedpur (India).