

# Pepsi proposes to locate more ancillaries in Punjab

YOGINDRA MOHAN  
PATIALA, OCTOBER 24

PEPSI proposes to locate more of its ancillaries in the State of Punjab next to its existing plant at Channo in Sangrur district to provide for better integration and efficiency. Consolidation of operation would also help promote backward linkages with the Punjab farmers.

This was stated by PepsiCo chairman and chief executive officer (CEO) Steve S Reinemund who met with Punjab Chief Minister Capt Amarinder Singh here today.

Reinemund apprised the Chief Minister of the visit of the pepsi team to the PepsiCo's potato processing plant and other facilities at Channo, on the Patiala-Sangrur road, and their future plans and programmes for Punjab. He said that pepsi's facility at Channo currently processes potato and other produce for its chips and snack food business.

Also discussed at the meeting was the ongoing collaboration with the Punjab Agro Industries Corporation to introduce the latest generation of citrus cultivars to develop a juice processing industry in Punjab as well as extension of the current



trial programme to introduce cultivation of confectionary grade peanuts in Punjab.

Other projects discussed were the trial, import and introduction of new grape varieties, bio fertilisers and other speciality agriculture produce for pepsi's regional and international portfolio.

The pepsi CEO emphasised that Pepsi International was now a multi product company with a strong focus on products which contributed to the welfare of its customers and also had amongst its portfolio a wide variety of health projects. He said that PepsiCo was proud its long-standing partnership with Punjab Growers and Punjab Agro

Industries Corporation and saw it as a resource to be developed in the years to come to meet its international requirements regionally and worldwide.

The pepsi chairman was accompanied by a team of its senior officials. Those present on the occasion included Dick Detwiler, senior vice-president, Public Affairs, PepsiCo International, Nestor Carbonell, vice-president (International Public Affairs) PepsiCo, Ron McEachern, president, Asia, PepsiCo, John Adams, executive assistant to chairman, Rajeev Bakshi, chairman of PepsiCo India Holdings Private Limited, Manu Anand, managing director of Frito-Lay India and Abhiram Seth, executive director of exports and external affairs, PepsiCo India Holdings Pvt Ltd.

Also present on behalf of the Punjab Government were Jai Singh Gill, chief secretary, P K Verma, financial commissioner (development), Subodh Chandr Agrawal, principal secretary in the department of industries and commerce, Himmat Singh, managing director of Punjab Agro Industries Corporation, and principal secretary to chief minister Suresh Kumar.