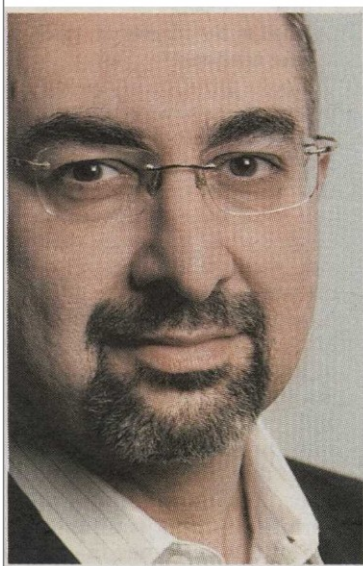


News monitored for: Pepsi - Brands

LEADER IN THE SPOTLIGHT



Sanjeev Chadha,
Chief executive of Asia, Middle East and Africa
at PepsiCo Inc.

WHO: Sanjeev Chadha

WHY: For being appointed chief executive officer (CEO) of Asia, Middle East and Africa at **PepsiCo Inc.**

PROFILE: Prior to taking over the responsibility for the Asian market, Chadha was the CEO of PepsiCo's Middle Eastern and African operations. Described by peers as a hands-on, sales-oriented professional, Chadha has been with PepsiCo for more than two decades. He is an alumnus of the Indian Institute of Management, Ahmedabad, and has worked for brands like Brooke Bond and advertising agency JWT before joining PepsiCo. During his tenure as country head in India, PepsiCo became the country's largest food and beverages company.

NEW RESPONSIBILITIES: In his new role, Chadha will be responsible for PepsiCo's performance in 90 of the 200 countries worldwide in which it is present. These countries collectively account for \$6.6 billion, or around 10%, of the company's global revenue. A seasoned hand at PepsiCo, Chadha is no stranger to challenges as he helped the company overcome the reputational risk it suffered in the wake of a controversy surrounding allegations of pesticides found in its drinks.

At present, PepsiCo faces stiff competition in India from its biggest competitor globally, **Coca-Cola Co.**, which has eaten into the market share of many of its products. With sales, distribution and marketing experience, Chadha would be expected to help PepsiCo bounce back in India and improve the revenue share of the markets entrusted to him.

BY AVEEK DATTA