

News monitored for: Pepsi - Corporate

NEW | TREND

■ Pepsi chief vows \$5.5bn investment; declines comment on Modi

# Nooyi calls Pepsi youthful, Coke old

**AGE CORRESPONDENT**  
with agency inputs  
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Pepsi is a youthful brand, while Coca Cola is for "older ones", PepsiCo chairman and CEO Indra Nooyi said on Monday while bringing out the contrast in business approach and positioning with its rival in India.

"You know that they bought Thums Up and local brands and we did every thing organically," Ms Nooyi told in an interview to PTI when she was asked about its competition with Coca Cola.

She said there is a "big difference between the two companies" and "in a way we came into India and invested a lot of money in India and grew it."

Commenting on the brand positioning Pepsi and Coke, she said: "If you look at all the brand equity scores, Pepsi is definitely a loved marque in India, especially (with) the young people who



PepsiCo chairman Indra Nooyi during an interview in New Delhi on Monday. — PTI

think Pepsi is more youthful..."

"There is a great comparison which says Pepsi is a timely brand and the other brands are timeless brand. So one is for the older people, one is for the younger people."

When asked as to what

is her opinion about Narendra Modi as Prime Ministerial candidate, she said: "I have no comments on political situations. I speak as the CEO of a large multinational company. Countries like India should be successful for the long term

because India needs growth."

"India needs to grow at 7 to 8 per cent to ensure full employment.. Our hope is that whosoever is in power, manages India consistently for all the potential the country has."

Earlier in the day, Ms

Nooyi announced on that her company and its partners will invest ₹33,000 crore (\$5.5 billion) in India by 2020.

She said that this investment is PepsiCo's vote of confidence in India's future and it represents its deep commitment to the country.

"India is a country with huge potential and it remains an attractive, high-priority market for PepsiCo. We believe we've only scratched the surface of the long-term growth opportunities that exist for PepsiCo and our partners," she said.

Ms Nooyi, who earlier met finance minister P. Chidambaram, said that the company's investment decision in India is not linked to the current political climate in the country.

"We are not guided by elections. We are guided by potential of India. We are not waiting for any election results to invest in India," she said. — PTI