

News monitored for: Pepsi - Brands

PepsiCo on Mission to Hike Nutrition, says Indra Nooyi

Nooyi is in India to explore options of blending local and intl cuisines

Our Bureau

New Delhi: PepsiCo Chief Executive Indra Nooyi, on a two-day trip to India, visited a local restaurant in Chennai to participate in an event which focused on blending local cuisine with a global brand.

In between presentations by PepsiCo team, Nooyi visited the restaurant, a traditional south-Indian eatery, with well-known chef Vikas Khanna, who is a brand ambassador for the beverage and snacks maker's Quaker oats brand.

"The two talked about PepsiCo's plans to make familiar traditional foods healthier by using global foods like oats ... and including whole grains, fruits and vegetables in its products," a person involved in the matter said.

Speaking about her experience and nostalgia of eating at a local eatery, India-born Nooyi said: "As lifestyles continue to change, PepsiCo is on



a mission to dial up the nutrition in our portfolio."

PepsiCo, which sells Pepsi cola and 7Up fizzy drinks, Tropicana juices and Lay's and Kurkure snacks, has been localising flavours and variants of its products to not only gain share from health-conscious consumers but also compete with local brands.

"The snacks ecosystem has become very dynamic and our approach is to look for a mix of global brands with localisation. Families will demand food products that are healthy, ready to eat, ready to cook in three to five minutes," PepsiCo India Chairman D. Shivakumar had said at an industry event earlier this month.