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PepsiCo gives World Cup tickets to farmers

Special Correspondent

NEW DELHI: In a unique initiative, PepsiCo has given tickets to 84 farmers that are partners in its food businesses to watch various matches of the ongoing cricket World Cup. Of these, three potato farmers from Maharashtra have been invited to watch the final match in Mumbai on April 2.

Quality crop

"The farmers have been chosen based on their exceptional commitment to delivering quality crop over the years. A total of 84 farmers from across India were invited to watch ICC World Cupmatches at seven venues. We are also giving these farmers opportunity to meet the leadership team of PepsiCo India at various venues," said PepsiCo India Region CEO (Foods) Varun Berry. Pepsi-Co is also a global sponsor of ICC.

"PepsiCo has always believed in developing sustainable partnerships in agriculture and this initiative is a small gesture to thank our partner farmers.

"It gives us immense satisfaction to see the smiles on the faces of the farmers we work with...we really hope they enjoy and cherish the experience," he said.

Model partnership

Mr. Berry further informed that PepsiCo is the largest processor of potatoes in India and manufactures potato chips under its Lay's and Uncle Chipps brands. "We have established a model of partnership with farmers and are now working with over 22,000 farmers across seven States."

More than 45 per cent of these are small and marginal farmers with a land holding of one acre or less to whom we provide seeds, extension services, disease control packages, bank loans, weather insurance and latest technological practices," he added.