

Business Standard

Pepsi to continue India investment

Beverage major PepsiCo, which has pumped in around \$1 billion (Rs 4,600 crore) in India till date, will continue with its investment plans for India. The company, according to Executive Director (Marketing) Punita Lal, "will continue investments at all levels — whether it be to improve the infrastructure, build brands or go-to-market strategy". He reiterated what PepsiCo Chairman and CEO Indra Nooyi said earlier, that "India is a key market for the company, and it (the company) will take all necessary steps to increase its presence here". **BS REPORTER**