

News monitored for: Pepsi - Corporate

Business Line

Pratik Pota takes over as CEO, NourishCo Beverages

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Pratik Pota of PepsiCo has been appointed as CEO, NourishCo Beverages Ltd, the joint venture between Tata Global Beverages Ltd and PepsiCo India Holdings. Mr Pota takes over from Ms Punita Lal who has proceeded on a sabbatical for personal reasons. She would in due course come back to a role in PepsiCo. NourishCo Beverages recently launched its nutrient water Tata Water Plus in two variants. In addition to this, Tata Gluco Plus (launched in 2011) continues to expand its market footprint. Mr Pota joined PepsiCo India Beverages in September 2005 as the Category Marketing Director, flavours. He started his career as a sales manager in Unilever. Prior to joining PepsiCo, he worked in Airtel for four years where he played a key role in launching Airtel Mobile operations in Western India. Pratik is an MBA from IIM Calcutta and an engineer from BITS Pilani. — **Our Bureau**