



PepsiCo India posts 50% volume growth

Our Bureau
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PEPSICO'S India division has posted record 50% volume growth in the July-September quarter – the highest among all markets PepsiCo is present globally. Growth has come from a combination of factors like doubling investment in infrastructure, bottling and cooling, hiking distribution footprint by tapping onto smaller tier-II and tier-III towns and cities, introduction of beverages in multiple pack sizes and delayed rains.

For the quarter, beverages volume in the Asia/Middle East/Africa (AMEA) region grew 9%.

"India delivered strong volume growth across carbonated soft drinks and non-carbonated beverages as targeted investments in infrastructure, significant improvements in market execution and unseasonably dry weather conditions all contributed to better than 50% growth in the country," a state-

ment issued by New-York based company said.

Speaking to ET, PepsiCo India chairman & chief executive officer Sanjeev Chadha said: "The growth momentum is rapidly accelerating. Investments in market infrastructure, pricing stability, product innovations and hot weather conditions have all positively impacted the beverage business. This year, India has been the largest contributor to PepsiCo globally."

PepsiCo has scaled up investments in its beverages business to about Rs 1,000 crore (\$220 million) in the current calendar year — the biggest by the company in a single year in beverages.

Next month, for the first time, the New York-headquartered PepsiCo will host its annual global board meeting in India headed by global chairman and CEO Indra Nooyi. This will only be the second time PepsiCo's global board meeting will be held outside of the US, the last time being five years back when the board had met in Mexico.