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# THE ECONOMIC TIMES



**ANAND TO BE PEPSI INDIA CEO**

MANU ANAND WILL replace Sanjeev Chadha as the chairman and CEO of PepsiCo India on January 1, the beverage and snacks maker announced on Monday. Mr Chadha is relocating to lead PepsiCo's Middle-East and Africa operations.

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# Manu Anand to succeed Chadha at PepsiCo India

## Sanjeev Chadha To Lead Co's Middle East & Africa Ops

Our Bureau  
NEW DELHI

MANU Anand will replace Sanjeev Chadha as the chairman and CEO of PepsiCo India on January 1, the beverage and snacks maker announced on Monday.

Mr Chadha, who headed the \$60-billion US company's India operations for four years, is relocating to lead PepsiCo's Middle East and Africa operations. He will also be member of the company's global leadership team, the company said in a statement.

Mr Anand moves to India from Thailand, where he was in-charge of the foods and beverages business in Thailand, Vietnam, Cambodia, Laos, Malaysia, Singapore, Indonesia and the Pacific Islands. He was MD of Frito-Lay India, the company's snacks arm, for nine years till 2007. The changes come into effect starting January 1, 2011. Mr Chadha is a PepsiCo veteran of 20 years, a decade of which he spent in Hong Kong. "Sanjeev Chadha's new area of responsibility — Middle East and Africa — is one of the largest and most profitable regions of PepsiCo and is headquartered in Dubai," the company statement said.

India is one of the fastest-growing markets for PepsiCo and has been topping beverage volume growth in the Asia, Middle East and Africa region at anywhere between 20-30% in the last two years, led by a combination of factors like a wider portfolio of drinks and snacks and higher investments.

Under Mr Chadha's leadership, India was allocated 'region' status two years back — which meant more room for decision-making and higher resource allocation. Last year, PepsiCo integrated beverages and snacks businesses under the common leadership of Mr Chadha, in line with its 'power of one' strategy followed in many world markets.

In addition to portfolio transformation to healthier products, he also oversaw the upcoming joint venture with Tata Tea, under which PepsiCo and Tata Tea will manufacture and sell non-aerated health and wellness beverages.

Mr Anand, associated with the company for 16 years, had joined PepsiCo in 1994 as CFO for the foods business and took over as CEO four years later. Kurkure, PepsiCo Foods' largest brand of salty snacks, was launched under Mr Anand's leadership.