

News monitored for: Pepsi - Brands

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PepsiCo intensifies positive water balance effort

Aurangabad, Oct 3: Global soft drinks and snacks major PepsiCo is intensifying efforts to make its plants in India replenish more water than consumed by 2015, although at the national level it has already achieved positive water balance.

The firm has identified 4-5 locations around its plants across the country, including certain areas in Punjab and Tamil Nadu where it will start working on water pro-

jects in the next few years.

"Whatever water we are using, we are replenishing it. Once we achieved the overall positive water balance nationally, we are looking at areas around our individual plants to see if we are managing our resources, that means if the community has sufficient water," PepsiCo India head (corporate social responsibility) Annie Kishen told PTL.

The company, which sells

soft drink brands like Pepsi and Mirinda, said among all the PepsiCo subsidiaries across the globe, the India operation is the first to achieve positive water balance — giving back water to the community more than consumed in its manufacturing processes. In 2010, PepsiCo claimed, it had consumed 5.8 billion litre of water in its manufacturing processes, while it was able to give back 10.1 billion water through var-

ious community projects like direct seeding, drip irrigation initiated by it.

PTI