

Janasanyog, Assam Press Release No. 06 – Industries & Commerce

PepsiCo India to invest 40000 crores in State

Dispur, February 06: A delegation of PepsiCo India comprising Viraj Chouhan, Chief Government Affairs and Communication Officer-India Region; Rahul Sharma, Public Policy and Government Affairs Officer and Nitin Jindal, Associate Director, Business Planning called upon Industries and Commerce Minister Chandra Rajesh at Janata Bhawan, Dispur today.

The team informed the Minister that PepsiCo India has submitted a proposal to set up a green field project for manufacturing Lays and Kurkure chips in Assam worth Rs. 40000 crores. They stated that the company would engage in contract farming (buy back policy) whereby it would provide seeds to the farmers and buy back the matured potatoes from them. The company would also provide handholding support to the farmers. Right now, PepsiCo India has been working with over 24,000 farmers in many cities in **Andhra Pradesh**.

District Name: Kurnool

Total Locations:2

Location-1 : Rudravaram

Product Name	Damaged	Date of Expired	Total
Lays	83	65	148
Bingo	95	47	142
Chips	50	84	134
Bingo Tangles	73	27	100

Location-2 : Kalvakuntla

Product Name	Damaged	Date of Expired	Total
Lays	85	74	159
Bingo	49	62	111
Chips	39	37	76
Bingo Tangles	29	48	77