

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: Kadapa

Total Locations:4

Location-1 : Kondareddyburuju

| Product Name | Damaged | Date of Expired | Total |
|---------------|---------|-----------------|-------|
| Lays | 53 | 74 | 127 |
| Bingo | 71 | 82 | 153 |
| Chips | 95 | 91 | 186 |
| Bingo Tangles | 62 | 57 | 119 |

Location-2 : Gadikota

| Product Name | Damaged | Date of Expired | Total |
|---------------|---------|-----------------|-------|
| Lays | 38 | 62 | 100 |
| Bingo | 21 | 85 | 106 |
| Chips | 63 | 96 | 159 |
| Bingo Tangles | 24 | 51 | 75 |

Location-3 : Jamalamadugu

| Product Name | Damaged | Date of Expired | Total |
|---------------|---------|-----------------|-------|
| Lays | 37 | 59 | 96 |
| Bingo | 40 | 73 | 113 |
| Chips | 51 | 52 | 103 |
| Bingo Tangles | 83 | 75 | 158 |

Location-4 : Leypakshinagar

| Product Name | Damaged | Date of Expired | Total |
|---------------|---------|-----------------|-------|
| Lays | 84 | 72 | 156 |
| Bingo | 63 | 91 | 154 |
| Chips | 59 | 63 | 122 |
| Bingo Tangles | 26 | 84 | 110 |