

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: EAST GODAVARI

Total Locations:4

Location-1: Rajolu

Product Name	Damaged	Date Of Expired	Total
Lays	47	63	110
Bingo	38	26	64
Chips	21	51	72
Bingo Tangles	26	24	50

Location-2: Godavari Kani

Product Name	Damaged	Date Of Expired	Total
Lays	61	33	94
Bingo	83	62	145
Chips	56	47	103
Bingo Tangles	29	43	72

Location-3: Rajamandry

Product Name	Damaged	Date Of Expired	Total
Lays	93	41	134
Bingo	27	85	112
Chips	51	31	82
Bingo Tangles	84	27	111

Location-4: Kakinada

Product Name	Damaged	Date Of Expired	Total
Lays	61	42	103
Bingo	26	91	117
Chips	46	72	118
Bingo Tangles	23	47	70