

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