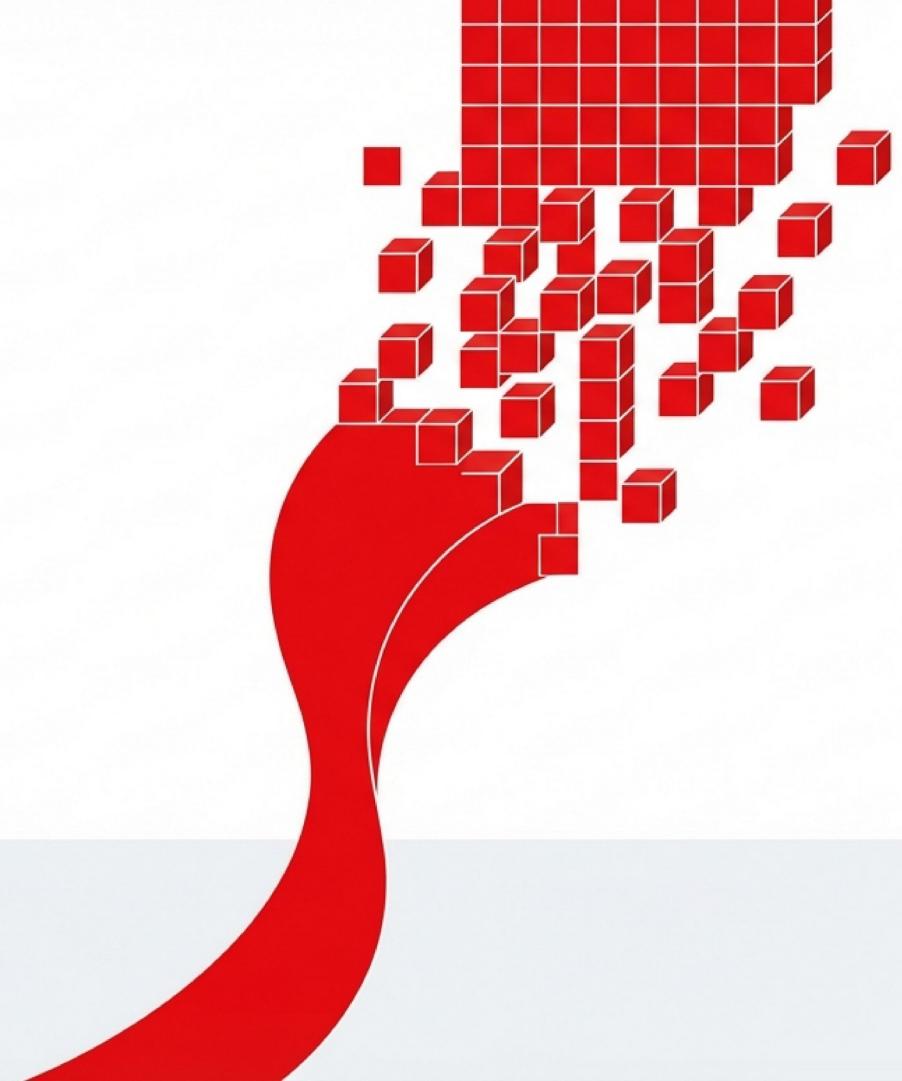


Coca-Cola India: Generative Engine Optimization (GEO) Roadmap

Proposal for Strategic Enablement,
Technical Architecture, and Brand
Sovereignty in AI Answers

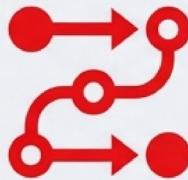


Executive Summary: Controlling the Narrative in the Age of Answer Engines



The Imperative

AI assistants are reshaping search behavior in India. We must transition from keyword optimization to "Answer Optimization" to ensure Coca-Cola's brand narrative is accurate across key India-specific prompts.



The Approach

A structured 10-week enablement program focusing on four pillars: Diagnostics (Audit), Architecture (Tech), Capability (People), and Governance (Tracking).



Key Outcomes

Technical: Optimized ecosystem (Schema, llms.txt, JSON-LD).

Operational: 10-15 co-created assets + trained team.

Market: Parity across E/Q-Commerce (Blinkit, Zepto, Amazon).

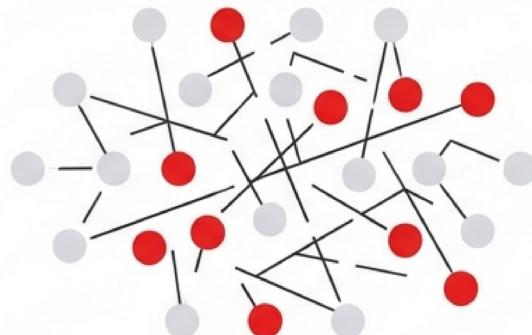


The Bottom Line

This is not just an audit; it is a "Build and Transfer" engagement designed to scale for FY26.

The Shift from Search Results to AI Answers

Current: The Ten Blue Links



Unstructured data leads to unpredictable citations.

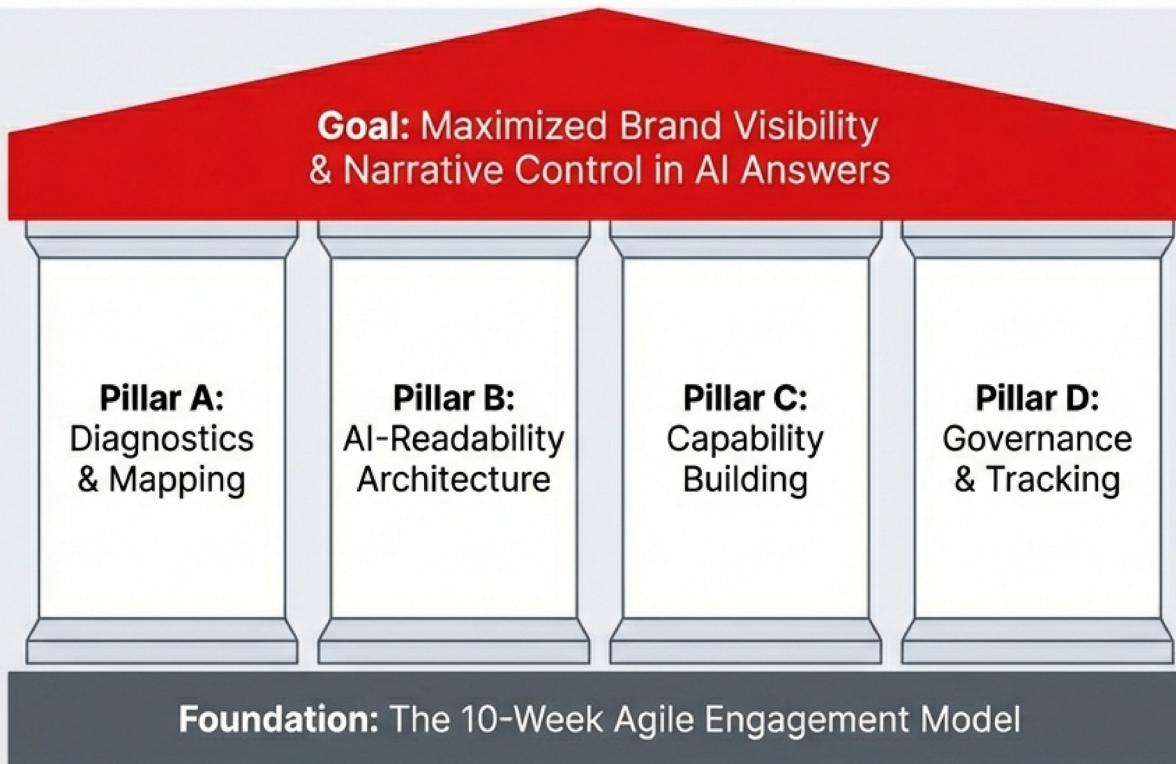
Future: The Single Answer

 A network diagram where all nodes are red circles, arranged in a perfect hexagonal lattice. Every node is connected to its six nearest neighbors by straight red lines, forming a highly organized and predictable structure.

Structured 'Canonical Fact Models' lead to accurate, controlled answers.

Strategic Goal: Diagnose current interpretation, optimize the ecosystem for machine-readability, and secure the "AI Shelf" for ingredients, nutrition, and claims.

Program Architecture: A 4-Pillar Strategy for Brand Integrity



Pillar A: Diagnostics & AI Citation Mapping

Objective

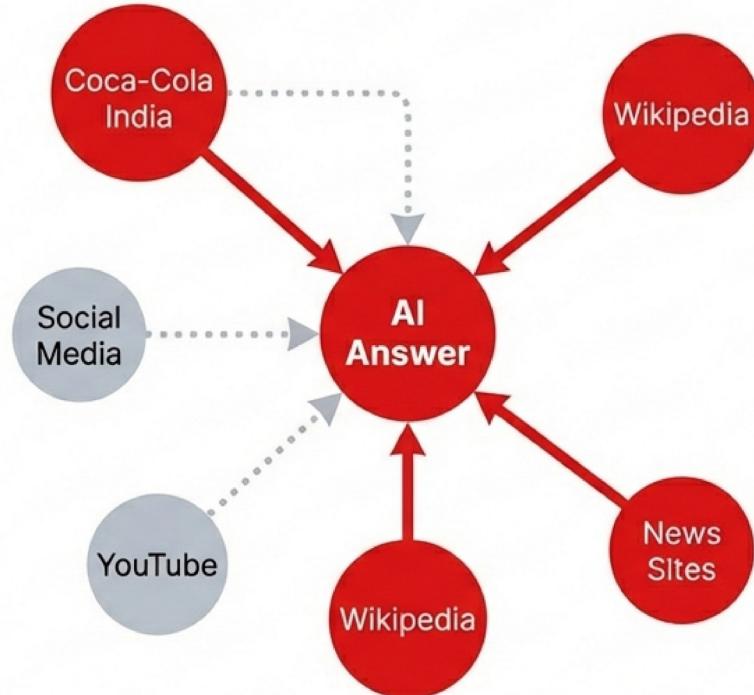
Understand exactly how AI platforms currently retrieve and synthesize answers about Coca-Cola in India.

Activity 1: The Retrieval Map

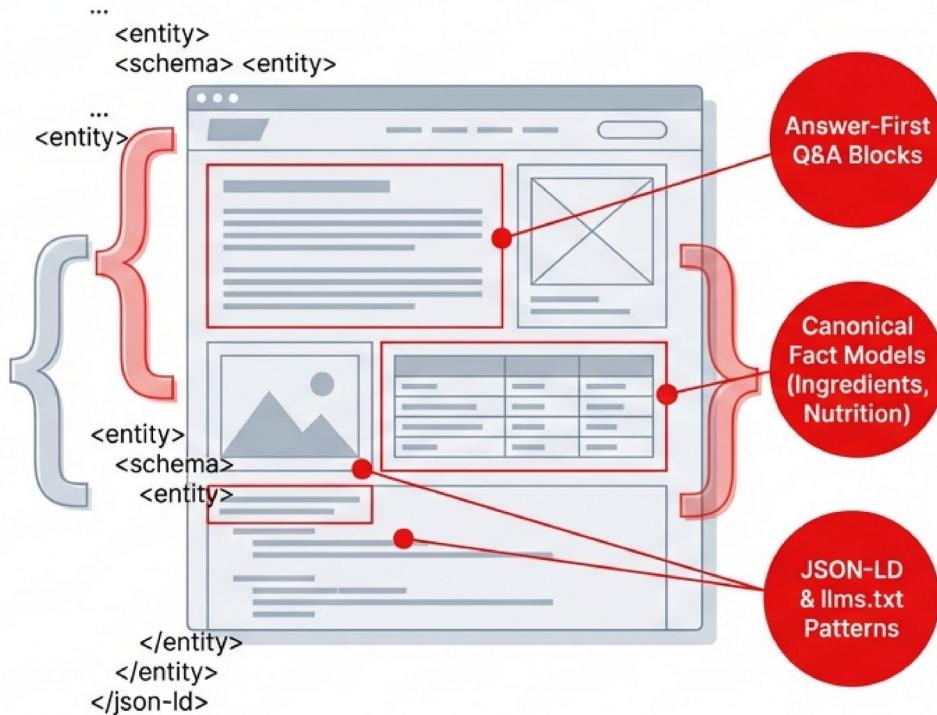
- Identify sources (Corporate site, Social, Video, Third-party news).
- Assess domain-level vs. page-level citations.
- Competitor benchmarking on key India-specific prompts.

Activity 2: Technical Content Audit

- Evaluation of Schema and structured data.
- Review of llms.txt implementation.
- Analysis of page structure for machine comprehension.



Pillar B: AI-Readability Architecture & Template Design



Objective

Construct a content ecosystem optimized for machine ingestion.

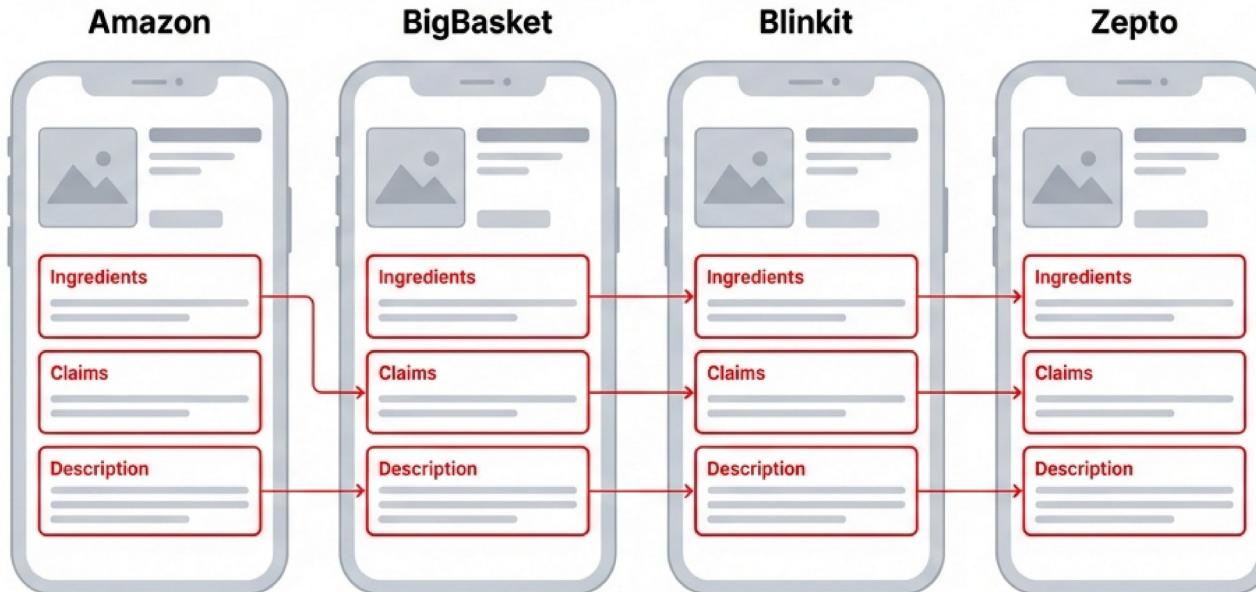
Core Actions

- Designing entity signals that LLMs prioritize.
- Creating definitive data structures for Ingredients, Packs, and Claims.
- Providing specific Schema/JSON-LD patterns for web team deployment.

Deliverables: AI-Answer Page Templates, Fact Models, Schema Starter Pack

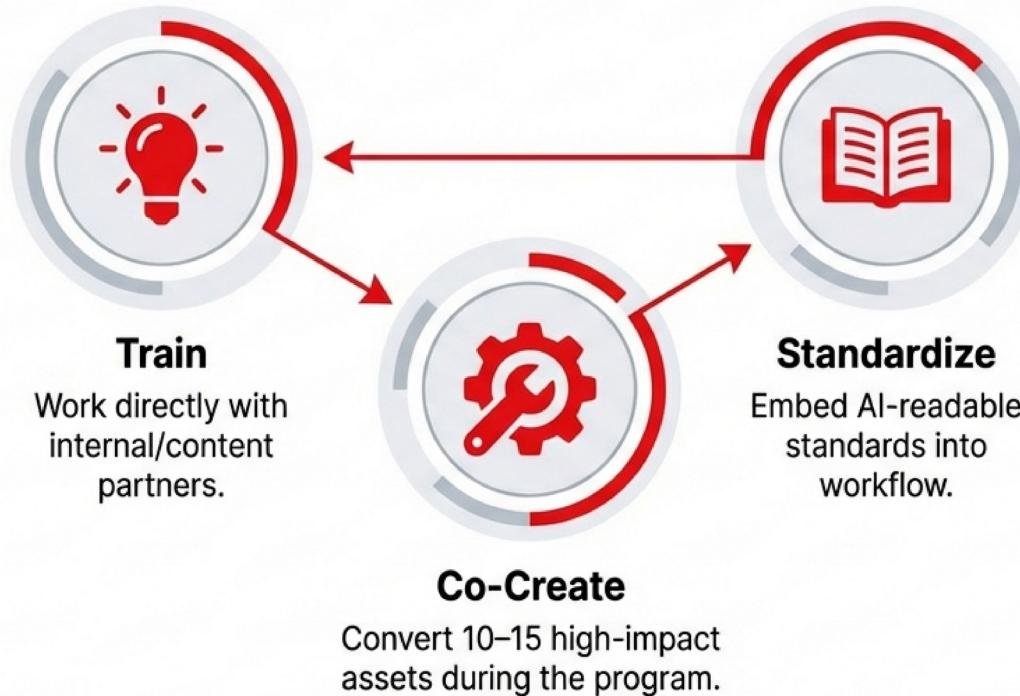
Specialized Focus: PDP Parity Across E/Q-Commerce

Ensuring the brand narrative is uniform across high-authority retail domains



- **The Framework**
A parity checklist for E-Commerce and Q-Commerce platforms
- **Action**
Ensure brand narrative, ingredients, and claims are uniform to reinforce “Canonical Fact Models”
- **Deliverable**
PDP Parity Checklist + Examples

Pillar C: Capability Building & Co-Creation Clinics



Objective

Transfer knowledge to Internal Teams and Content Agencies to ensure sustainability.

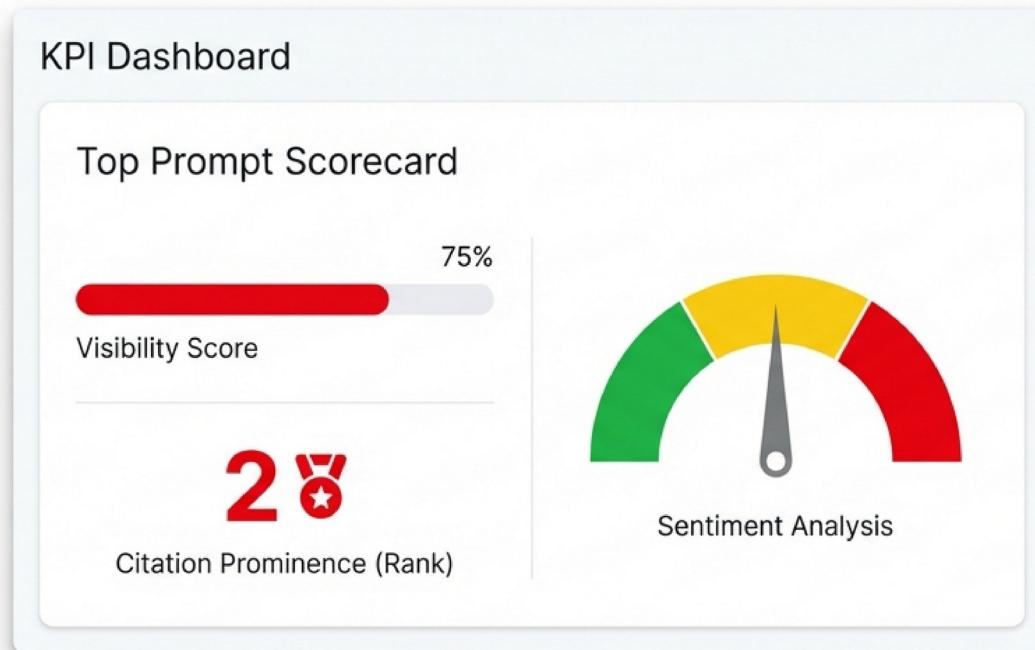
The Approach

Moving beyond theory to Hands-on Clinics.

Key Metric

- 10–15 Co-created AI-Readable Assets ready for publishing.

Pillar D: Governance, Tracking & The Long View



Objective

Set up ongoing tracking mechanisms to monitor brand health in AI results.

Action

- Monitoring domain vs. page-level citations monthly.
- Establishing the Governance Playbook & FY26 Roadmap.

The 10-Week Execution Roadmap



Summary of Key Deliverables

- AI Retrieval Map (India-specific)
- Coke Content Technical Audit
- AI-Answer Page Template + Fact Models
- Schema/JSON-LD + llms.txt Starter Pack
- 10-15 Co-created AI-readable assets
- PDP Parity Checklist (Amazon, Blinkit, Zepto)
- Top-100 Prompt KPI Dashboard
- Governance Playbook & FY26 Roadmap

Operating Model & RACI

	Consulting Partner	Coca-Cola Web Team	Content Agencies	Leadership
Strategy & Architecture	Lead			Approve
Implementation (JSON-LD/Tech)	Guide	Execute		
Content Creation (Clinics)	Facilitate		Create	
Governance	Setup			Review

Cadence: Weekly Status Updates + Monthly Steering Committee

Defining Success: Measuring Business Impact

1

Improved Presence

Higher visibility across priority prompts.

2

Increased Citations

Growth in domain/page citations.

3

Adoption

Strong structural adoption by internal teams.

4

Narrative Control

Accurate, consistent brand narratives.

5

Scalability

A clear playbook for FY26.

Ready to Win the Answer Engine.

The transition from Search to Answers is underway. This 10-week roadmap provides the architecture, the capability, and the governance to lead this shift in the Indian market.

Initiate Phase 1 (Diagnostics)

Proposed Start Date: [Date]