



Coca-Cola open happiness™



Road Map



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- Evolution of coke logo
- Some Interesting Facts About
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1886

Coca Cola

BORN

In a drug store



1891

Coca Cola's first

BOTTLING

occurred





1899

1909

The first
bottling

AGREEMENT

was done

400 Coca-Cola
plants

BOTTLING

were operating





1930

The company started
moving
GLOBALLY

1960

New
BRANDS
were Introduced





1992

1996

started Operations in
INDIA

All rights to
CCBPPL



Coca-Cola AT A GLANCE

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands.



REFRESHING
CONSUMERS



GLOBAL HQ
ATLANTA, GA



PRODUCTS SOLD IN
200+ COUNTRIES



RECORD
DAILY SERVINGS



PROFIT

\$46.0B

NET OPERATING REVENUES
(2014, AS REPORTED)

\$7.1B

NET INCOME
(2014, AS REPORTED)



\$8.0B

RETURNED TO SHAREOWNERS
IN DIVIDENDS & NET SHARE
REPURCHASES IN 2014



\$184.3B

MARKET CAPITALIZATION
(AS OF 12/31/2014)



53 YEARS

OF CONSECUTIVE ANNUAL
DIVIDEND INCREASES
(AS OF FEBRUARY 2015)



WORLDWIDE UNIT CASE VOLUME GEOGRAPHIC MIX (2014)

NORTH AMERICA
20%

LATIN AMERICA
29%



EUROPE
13%

EURASIA & AFRICA
16%

ASIA PACIFIC
22%



PEOPLE

700K+
SYSTEM ASSOCIATES
WORLDWIDE

WE'RE HONORED.

#10 MOST ADMIRED COMPANY



FORTUNE
2015

WE'RE EMPOWERING.

5M WOMEN TO BE EMPOWERED BY 2020



5by20

WE'RE DIVERSE.

CORPORATE INCLUSION INDEX RATING
OF 90 (HISPANIC ASSOCIATION ON
CORPORATE RESPONSIBILITY)



HACR
2014



PORTFOLIO

PORTFOLIO



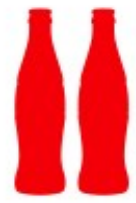
OUR COMPANY'S FLAGSHIP PRODUCT HAS BEEN PROUDLY SERVED SINCE MAY 8, **1886**



RANKED BY INTERBRAND AS THE WORLD'S THIRD MOST VALUABLE BRAND, WITH 2014 VALUE OF **\$81.6B**



OUR BRANDS CAPTURE APPROXIMATELY **\$1 OUT OF EVERY \$4** CONSUMERS SPEND ON NONALCOHOLIC READY-TO-DRINK BEVERAGES WORLDWIDE.



3,600+ PRODUCTS WORLDWIDE



- SPARKLING BEVERAGES
- STILL BEVERAGES
- READY-TO-DRINK JUICE AND JUICE DRINKS
- READY-TO-DRINK COFFEE



18 OF OUR TOP 20 BRANDS HAVE A LOW- OR NO-CALORIE ALTERNATIVE OR ARE LOW- OR NO-CALORIE

Our portfolio includes **20** billion-dollar brands:



*SCHWEPPE'S IS OWNED BY THE COMPANY IN CERTAIN COUNTRIES OTHER THAN THE UNITED STATES.

PARTNERS

~250 BOTTLING PARTNERS
~900 PLANTS



23M+ RETAIL CUSTOMER OUTLETS



INVESTED \$60B+ TOGETHER WITH GLOBAL BOTTLING PARTNERS SINCE 2010



PRODUCTIVITY



HISTORY



- The Coca-Cola Company is an American multinational beverage corporation, manufacture and marketer of non-alcoholic beverage concentrates company.
- The company is best known for its flagship product Coca-Cola.
- Coca-Cola is a carbonated soft drink sold in stores, restaurants, and vending machines throughout the world.



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- The prototype Coca-Cola recipe was formulated at Pemberton's Eagle Drug and Chemical House, a drugstore in Columbus, Georgia, originally as a coca wine
 - It was initially sold as a patent medicine for five cents
 - A copartner ship had been formed on January 14, 1888 between Pemberton and four Atlanta businessmen: J.C. Mayfield, A.O. Murphey; C.O. Mullahy and E.H. Bloodworth
 - Coca-Cola was first sold to the public in Atlanta at Jacob's Pharmacy
 - Only 9 servings of the soft drink were sold each day
 - Sales for the first year were only \$50
 - Today it has 3000 brands-200 nations.



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- It was invented in 1886 by pharmacist John Stith Pemberton in Columbus, Georgia.





- The Coca-Cola formula and brand was bought in 1889 by Asa Candler who incorporated The Coca-Cola Company in 1892.
- Besides its namesake Coca-Cola beverage, Coca-Cola currently offers more than 500 brands in over 200 countries or territories and serves over 1.7 billion servings each day.



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- The company is headquartered on Atlanta, Georgia.





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- Its current chairman and chief executive is Muhtar Kent.
 - Coca-Cola the most recognizable and successful brand in the world.
 - The Coca-Cola Company has, on occasion, introduced other cola drinks under the C



Company Profile



Name	The Coca Cola Company
Industries served	Beverages
Geographic areas served	Worldwide
Headquarters	Atlanta, Georgia, U.S.
Current CEO	Muhtar Kent
Revenue	\$ 48.01 billion (2012)
Profit	\$ 9.01 billion (2012)
Employees	150,900

MILESTONES



- 1863 physician and chemist dr.Pemberton develops "pemberton's French wine coca,"
- 1886 a new formula and a new name is given to pemberton's beverage that sells for a nickel a glass.
- 1986 frank M. Robinson, suggested the name and penned the now famous trademark "coca-cola".
- 1888 gradually sold portions of his business to various partners and to businessman as a G. Candler.
- 1891 as a Candler achieves sole ownership of the company, at a total cost \$2,300.
- 1892 Mr. Candler formed a Georgia corporation named the coca-cola company.



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- 1893 the trademark "coca-cola," used since 1886, was registered on January 31
 - 1894 the first syrup manufacturing plant outside Atlanta was opened in Dallas, Texas.
 - 1894 in Vicksburg, Mississippi, Joe Biedenharn installed bottling machines and sold coke by the case
 - 1922 the company pioneered the innovative six-bottle carton.
 - 1928 coca-cola sales in bottles had for the first time exceeded fountain sales.
 - 1945 "coke®," is registered as a trademark by the USPTO



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- 1971 "I want to buy the world a coke" marketing campaign begins
 - 1977 the now-familiar contour bottle shape was granted registration as a trademark
 - 1985 a new formula for coke is introduced. Citizens of the world say no thanks!
 - Coca-cola, coke, coca cola, john pemberton, as a Chandler, invention, history, inventor of, history of, who invented, invention of, fascinating facts.
 - 1991 Hellenic Bottling Company S.A. shares are listed on the Athens Stock Exchange.



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- 1992 - coca-cola resumes operation in India
 - 1993 - parle brands acquired (thumbs up, limca, maaza, gold spot, citra, rimzim)
 - 1997 - formation of hindustan coca-cola beverages private limited erstwhile hindustan coca-cola bottling southwest private limited
 - 1998 - Coca-Cola Amatil Limited de-merges its European operations, resulting in the formation of Coca-Cola Beverages Ltd.
 - 2001- First operation certified ISO 14001.



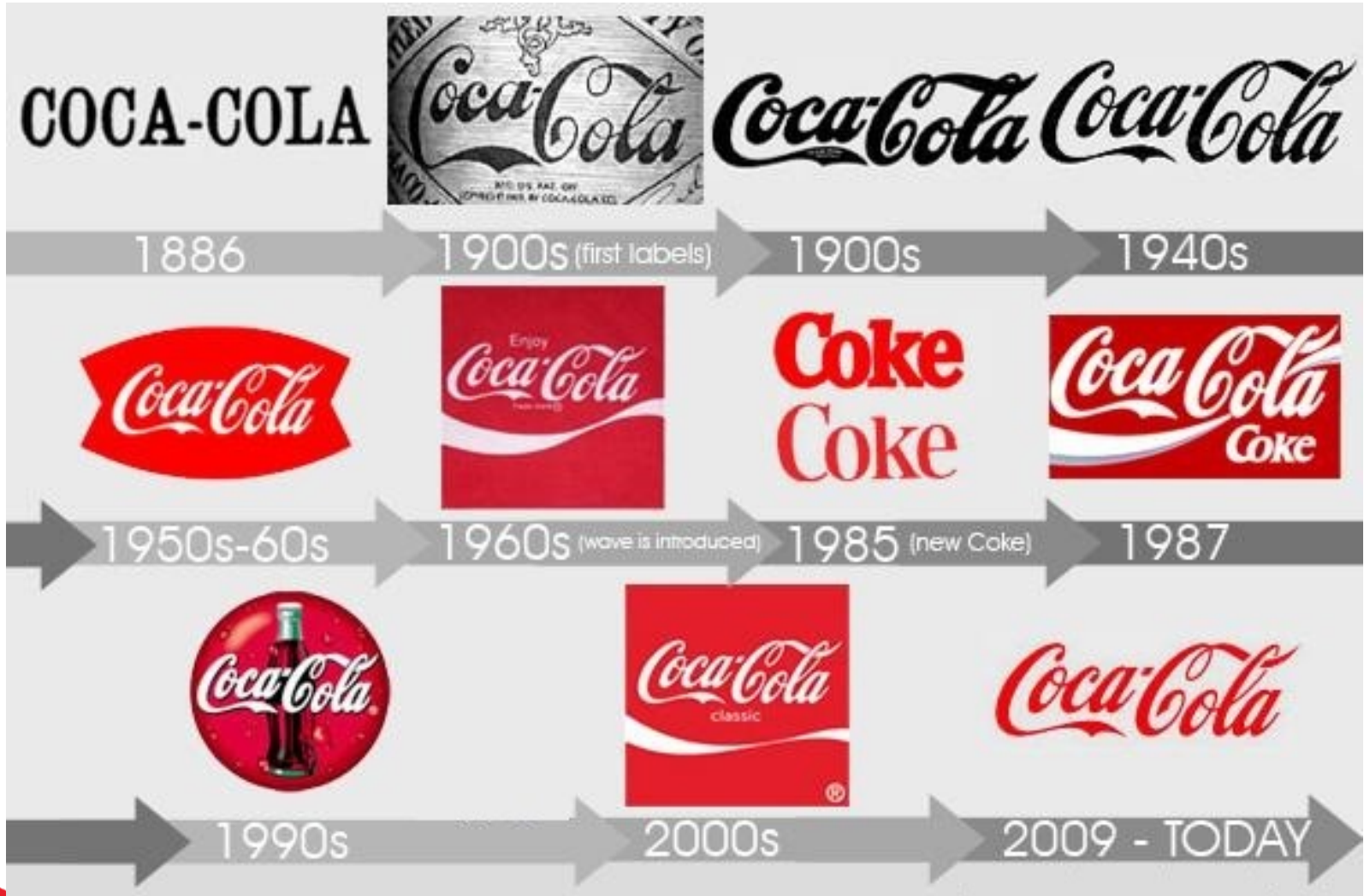
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- 2002- Acquired all bottling operations in the Baltics. Coca-Cola Hellenic Bottling Company S.A. lists its American Depositary Receipts (ADRs) on the New York Stock Exchange.
 - 2006 -Acquired the Fresh & Co d.o.o. Group, a leading Serbian fruit juice company.
 - 2011 -Twenty years of Coca-Cola Hellenic's listing to the Athens Stock Exchange
 - 2012 - Listed among the top three most sustainable Food & Beverage companies by the FTSE Group, based on environmental, social and governance criteria.
 - 2013 - Admission of Coca-Cola HBC's shares to premium listing on the London Stock Exchange and completion of share exchange offer.
- The Coca-Cola Company launches 'Coming Together', its first television commercial addressing health and wellness.

Evolution of coke bottle

100
YEARS
OF THE
Coca-Cola
CONTOUR
BOTTLE



Evolution of Coke logo





Some Interesting Facts About





Coca-Cola was made for the
cure of

headache

and other illnesses





Sales for the first year
were only

\$50



Only



9 servings of the soft drink were sold

each day





How many number of coke bottles sold each day

1.8 billion



Coca-Cola



is the most recognized word in
the world after

Okay





In 2012

162 B

Enterprise Value



In 2012

115 B

Total GDP

Total number of Coca-Cola Products



3,500



Number of worldwide Coke employees



150,900



Mission



- To refresh the world...
- To inspire moments of optimism and happiness...
- To create value and make a difference.

Vision



- **People:** Be a great place to work where people are inspired to be the best they can be.
- **Portfolio:** Bring to the world a portfolio of quality beverage brands that anticipate and satisfy people's desires and needs.
- **Partners:** Nurture a winning network of customers and suppliers, together we create mutual, enduring value.

Vision



- **Planet:** Be a responsible citizen that makes a difference by helping build and support sustainable communities.
- **Profit:** Maximize long-term return to shareowners while being mindful of our overall responsibilities.
- **Productivity:** Be a highly effective, lean and fast-moving organization.

Values



- **Leadership:** The courage to shape a better future
- **Collaboration:** Leverage collective genius
- **Integrity:** Be real
- **Accountability:** If it is to be, it's up to me
- **Passion:** Committed in heart and mind
- **Diversity:** As inclusive as our brands
- **Quality:** What we do, we do well

Worldwide Share

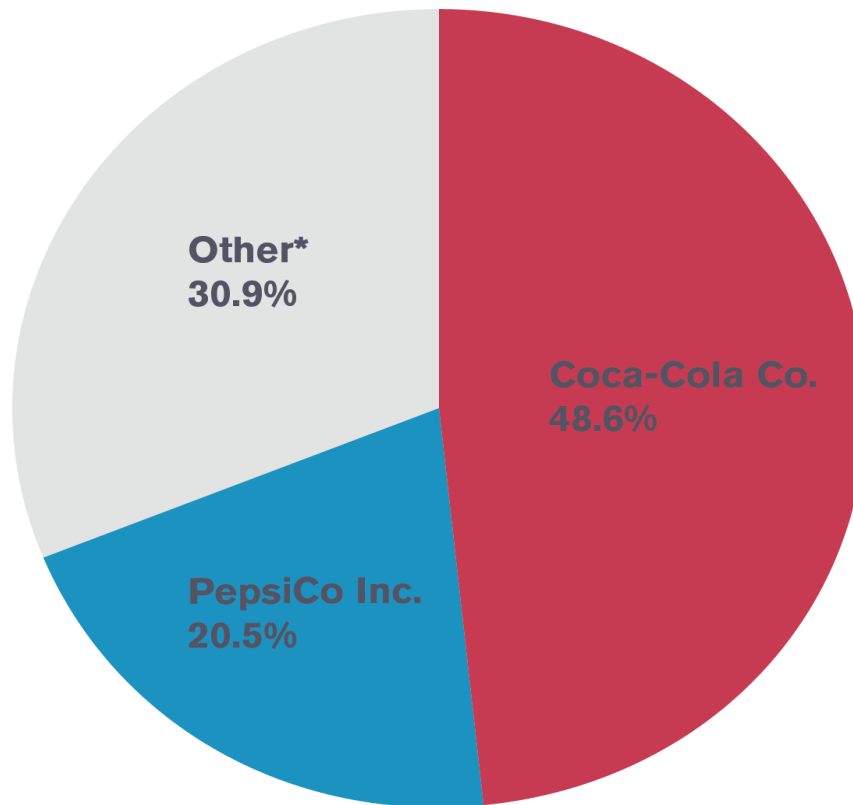


Market Share in INDIA



Carbonated Beverages

Global market: \$341.6 billion



*Companies with less than 5 percent market share
Source: Euromonitor, Bloomberg Intelligence



Buy Coca Cola Online



Cash On Delivery



Direct To Home

Best Offers



Next Day Delivery*

Free Home Delivery**



Buy Coca-Cola[®] Beverages Online

ORDER NOW

Global Competitors



- PepsiCo Inc.
- Dr Pepper
- Snapple Group, Inc.
- Unilever,
- Groupe Danone,
- Kraft Foods Inc.,
- Nestlé S.A. and others.

PRESIDENT AND CEO IN INDIA—



ATUL SINGH

COKE IN INDIA



- Coca-Cola, the corporate nourishing global community with the worlds largest selling soft drinks.
- With the actuations of more brands in India it went on to be known as The Hindustan Coca Cola Beverages Pvt.Ltd.
- Hindustan Coca Cola Beverages Pvt. Ltd is a 100% company owned bottler
- The company has 3 business regions and operates out of 22 location across India.
- The business model includes manufacturing the beverages,
- Distribution and sales, trade marketing and market execution



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- Coca-Cola was the leading soft drink brand in India until 1977.
 - Coca-Cola returned to India in 1993 with a deal that gave Coca-Cola ownership of the nation's top soft-drink brand and bottling network.
 - Coca-Cola acquired most of the local Indian brands.

COCA-COLA SYSTEM IN INDIA—



- 24-company owned bottling operations.
- 25- Franchisee owned bottling operation.
- Employs approximately 8,000 local people.
- Indirectly creates employment for more than 1,50,000 people in India.
- Its investment in India is over US \$ 1 billion.

BRANCHES IN INDIA



- It has 4 regional office in India:
- Mumbai
- Hyderabad
- Haryana
- Kolkata
- It has over 50 manufacturing location in India

WHY BRAND IS SO SUCCESSFUL?



Originated as a soda foundation beverage in

1886 to one of the most popular beverage over the world because:-

- Adoption of strong bottling system.
- Massive levels of penetration and recognition.
- Distribution network.

PLEASE PAY
WHEN SERVED

DRINK
Coca-Cola
TRADE MARK
REG.

THANK
YOU

Videos

- <https://www.youtube.com/watch?v=yet4zA415B8>