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**Sent:**  
**Subject:**

[REDACTED]  
Monday, December 16, 2013 3:50 PM  
My first 7 Days

Dear Colleagues,

It's now been a week since I have been at PepsiCo and it's has been a packed seven days. I have learnt so much and there is lots more to learn.

To start with I got more than 4000 SMSs and numerous e-mails. The messages are around PepsiCo-the great company, passionate people and our terrific brands. My new job means different things to different people. For my ex bosses, Chairmen and ex colleagues, it is a leadership role of a visible and leading FMCG company in India. My 17 year old niece in Bangalore is proud of me because our Brand Ambassador is Ranbir Kapoor!! The teenage sons and daughters of my friends and relatives are very happy because they are in love with our brands like Lays, Pepsi, Mirinda...!!

Many SMSs played back our iconic tag lines – Yehi Hai Right Choice Baby, Nothing Official About It, Change The Game, Yeh Dil Maange More, Dar Ke Aage Jeet Hai, No One Can Eat Just One, and the timeless, Tedha Hai Par Mera Hai...

This week has been about meeting people, [REDACTED] For me, a new entrant into the PepsiCo family, I need to understand two things - the people pulse and the business pulse - in that order. My first week has been all about the people pulse.

Indra Nooyi, our Chairman and CEO was here to receive the Greatest Global Living Legends of India award from the President of India at the Rashtrapati Bhavan. Indra was one of three women and overall 25 people to receive the award. Gautham, Praveen, Pradeep and I were amongst the proud audience as Indra received this award. Indra made a nice speech about staying as a lifelong learner, helping others and seeing this as an obligation to serve and contribute.

[REDACTED]

In the coming days, I would spend more time in the field, interacting both with our frontline employees & middle management to exchange ideas and experiences. We are in a daily market share game and daily market share is won through superior execution and a powerful middle management that directs the basics of execution. Our plans are in place and we need to back it with great execution.

India's GDP is seeing a challenge in getting to a 5 % growth. Inflation is hurting people. In these tough times, companies need to show respect for cash. This is something I want all of us to think about. How do we spend right, spend effectively and get more from the same rupee compared to others. I need your help and support to do what's right for the company as we enter 2014.

As always, please feel free to comment, give me any thoughts you have as you read this week 1 note.

With best regards,

Shiv

