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Sent:
Subject:

[REDACTED]
Monday, December 7, 2015 9:54 AM
Week 105 - the Chennai response team

[REDACTED]

Dear Friend and Colleague,

Chennai and Tamilnadu have been devastated by the change in weather pattern. The devastation has left a city reeling.

We do understand intellectually that this was a challenge. When a city gets cut off without any flights landing or taking off, when a city has no trains running in or out, it is a never before situation for Chennai. All roads were submerged, buildings inundated with the rain water.

All services including mobile services were down. I couldn't get through to Rishi or Param for the last three days.

The government had to cut electricity fearing electrocution, the right thing to do. Banks were closed, ATMs didn't function, so few people had any money to pay even if they wanted to shop.

Luckily all our employees are safe and so also their families.

Suchitra sent you an update of our relief efforts.

1. We are working with an NGO to deliver relief to the Chennai citizens. We are giving free Aquafina, the product most in demand apart from Mosquito repellent. We have sent out more than 370,000 litres of water and approx 12 tons of Oats.
2. We have tied up with all key Modern trade outlets for PepsiCo employees to pick up their daily requirements
3. We are delivering via Smile Foundation and also managing all the other requests that we are receiving through them
4. We are setting up distribution points to deliver water in about 30 points across Chennai.
5. We have activated Twitter and are in discussions with Vodafone to deliver the messages of free water and oats.

[Redacted text block]

Thank you team, we are very proud of you. Our critical day is Monday where we are running many of our routes to deliver Aquafina and Quaker oats to the people.

Warm personal regards,
Shiv

I want to thank the core team of Suchitra, Poonam, Anirban, Rishi, Param, Maneesha, the Smile foundation and Autumn, our social media agency. They have been working tirelessly to get this right despite all the odds.

A number of our people have also helped in delivering relief. I have attached a few pictures of our volunteers. PepsiCo foundation from NY has supported us monetarily and is willing to support us over the next few days.

I am also attaching the latest update in social media based on a tweet put out by our Chairman Indra Nooyi.

I want you to know that you should be proud of what we are doing and please feel free to use social media to send your appreciation to everyone who is working their hearts out.

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