

[Redacted]

Sent:

[Redacted]
Monday, October 19, 2015 9:28 AM

Subject:

[Redacted]
Week 98 Learning's

[Redacted]

[Redacted]

Dear Friend and Colleague,

[Redacted]

I went to Kolkata for the program that PepsiCo runs with the West Bengal Voluntary Health Organization (WBVHA). [Redacted] This institution takes great care of families and individuals affected by HIV/AIDS. The money we provide takes care of about 300 families, giving them economic support of Rs 4000 per month per family. This visit was a pause moment for me. Life throws many challenges at you and individuals and families get handicapped with money, education etc. Health is a cruel one when it happens without an individual violation. Education and skill can help you navigate through a financial handicap but nothing can help you face social stigma. What I saw in the children and adults alike was a huge spirit to make something out of their life despite the handicaps. That's the spirit which moves mountains. When I saw how these kids and families managed with little but were happy and most important were grateful to PepsiCo for our support. That attitude of gratitude was overwhelming and we don't see enough of that in society !! Everyone thinks of entitlement.

The association with WBVHA is a co-ordinated effort from Rinkesh, Mridula, Ritesh, Abhijit Pal and Dr Muna Ali. Thank you team for your dedication. I have attached a picture from the event.

I was there as part of the volunteering program for the 50 for 50 idea, the Joy of Giving. We have 120 employees who have signed up for this and have given 321 hours so far to impact

1550 people. I would encourage you to volunteer your time, which is the most precious thing you can give others. I would like to compliment AJAY KHANDELWAL of BIS who has already given 60 hours to this program, well done Ajay, you make us all proud with your contribution.

I also sent an evening over dinner with the Kolkata factory and sales teams. We covered a wide range of topics from IPL to culture and they quizzed me on the commitment, capability and culture of our company.

[REDACTED]

Soft drinks are the cheapest beverage in the country now. Hot tea is about twice as expensive per ml compared to a soft drink. I do hope that everyone realises that as we sell soft drinks.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Do let me have your feedback.

All the best.

Shiv