

[REDACTED]

Sent: Monday, September 5, 2016 8:15 AM

Subject: Week 144 learnings

[REDACTED]

[REDACTED]

Dear Friend and Colleague,

[REDACTED]

[REDACTED]

Today is TEACHERS DAY, a day to celebrate the birth anniversary of Dr Sarvapalli Radhakrishnan, our second President and a Bharat Ratna awardee. We celebrate Teacher's day on 5th September in India while the world celebrates the same on 5th October. I have benefitted from the teachers in my life. A teachers role is a thankless job and many of us have benefitted from wonderful teachers in school, college and also at work. We need more good teachers in order to be better individuals. Today is a day for all us to thank the teachers in our lives. Do take time out and thank someone who taught you something valuable. I plan to do so myself.

Teacher's day has a special significance for PepsiCo India. It is on this day, two years ago that the ExCom assembled in Hyderabad and we started the P01 journey in APT. We have progressed a lot on the P01 journey and I want to thank the APT team for being our teachers on this journey. Well done APT team and I expect a lot from you over the next few months too.

[REDACTED]

[REDACTED] I chatted with the Kolkata sales team [REDACTED] and asked them for their sense of what they are experiencing in the company now. Here is what they said :

1. A greater degree of openness
2. More capability building initiatives

I want us to be the Client of the Year soon at the Emvies. We can do this if five of our top 8 brands produce great work, and that's entirely in our hands. Are we on for the Challenge, brand teams ??

Thank you once again and all the best for a good September.

Wr,
Shiv

3. Better product quality
4. Journey to healthier range [REDACTED]
5. SDPs
6. More communication
7. Sharper focus on performance
8. Better Company image in the market



And finally to our brands. The Media Awards (Emvies) were judged last week and PepsiCo did well. The Media awards celebrate the way brands use media and also the innovativeness in the approach. We won one gold, two silvers and three bronze awards at the Emvies, but most important of all, we won the Grand Emvie for brand Pepsi and Crash the IPL program. [REDACTED]



Congratulations to our brand teams, the agency teams who made this happen.



[REDACTED] Here is the number:

1. In 2015, we won 29 awards
2. In the first 8 months of 2016, we have won 30 awards.
3. That's a total of 59 awards in the last two years, and this is more than any company in FMCG or any company in any industry. The Marketing should be proud of this journey and should use this to energise themselves to move to the next level.
4. We won seven best ads, two No 3 ads and one in top ten in the last eighteen months as rated by consumer panels in Economic Times and Mint.
5. We were twice awarded the Digital marketer of the year.

This should enhance our belief and confidence in our brands and we must sell them with pride and conviction.