

Coca-Cola to invest \$1.7b in Indian Agri Ecosystem

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Minute Maid Pulp Mosambi will be available across the country in 250 ml, 400 ml and 1 litre pack sizes affordably priced at Rs 20, Rs 30 and Rs 70 respectively. Handing over the first bottle of Minute Maid Pulp Mosambi to a farmer who grew the fruit for the beverage, Chief Minister of Maharashtra Devendra Fadnavis said, "The agriculture sector in the country is undergoing rapid transformation with the focus on adoption of technology and scientific methods of farming across the value chain. In line with our commitment to the overall development of farmers, we are encouraging investments in the agriculture sector to substantially enhance productivity and farmers income".

Close to \$800 million of this contribution would be towards the procurement of processed fruit pulp and fruit concentrate for The Coca-Cola Company's ever increasing portfolio of juice and juice drinks and carbonated drinks with juice products in India and the remaining would be invested towards creating the required infrastructure.

"I am particularly happy today as long-standing demand of the farmers from Vidarbha and Marathwada is being fulfilled. It was a long cherished dream for them. We are happy with this commitment of significant investments in the agricultural economy which will play a key role in developing the agri sector in Maharashtra and help us in making the Prime Minister vision to double the farm income by 2022", he added.

Coca-Cola in India is working on a transitional journey focused on creating a virtuous Circular Economy of sustainable agriculture (horticulture) by using a variety of Indian fruits in its beverages under the juice and aerated drinks categories.

“We have already expanded our Minute Maid juice range from 1 variant in 2007 to 11 variants in 2017 and if we are to realize our portfolio ambitions of being a Total Beverage Company, we must invest in the agri ecosystem. The launch of Minute maid Pulpy Mosambi marks the beginning of this transformational journey towards creating a sustainable Circular Economy with Indian fruits. More than 1,800 MT of the Mosambi fruit has already been sourced from Jalna in Maharashtra for the first phase of the Minute Maid Pulpy Mosambi production. The investments announced today by Coca-Cola will further catalyze economic growth and create new opportunities for farmers and local suppliers.” said, T Krishnakumar, President, Coca-Cola India and Southwest Asia.