



# VARUN BEVERAGES LIMITED



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CIN No. : L74899DL1995PLC069839

July 4, 2022

To,

National Stock Exchange of India Ltd. Exchange Plaza, Block G, C/1, Bandra Kurla Complex, Bandra (E), Mumbai – 400 051 Email: cmlist@nse.co.in <b>Symbol: VBL</b>	BSE Limited Phiroze Jeejeebhoy Towers Dalal Street, Mumbai – 400 001 Email: corp.relations@bseindia.com <b>Security Code: 540180</b>
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**Sub: Regulation 30: Press Release**

Dear Sir/Madam,

Please find attached herewith a copy of the Proposed Press Release to be issued by the Company.

The same is also being uploaded on website of the Company at [www.varunpepsi.com](http://www.varunpepsi.com).

You are requested to take the above on record.

Yours faithfully,

**For Varun Beverages Limited**

**Ravi Batra**  
**Chief Risk Officer & Group Company Secretary**



**Encl.:** As above



(a PepsiCo franchisee)

## Varun Beverages awarded PepsiCo's Best Bottler in AMESA sector of the year 2021

**The prestigious award is in recognition of VBL's operational excellence, governance practices and sustainability initiatives**

**Gurugram, July 4, 2022**

Varun Beverages Limited (BSE: 540180, NSE: VBL), a key player in the beverage industry, today announced that it has received an award from PepsiCo for the 'Best Bottler in Africa, Middle East and South Asia (AMESA) sector' of the year 2021. This award is an annual recognition conferred upon PepsiCo's bottling partner for its quality standards, commitment towards sustainability, support to local community, customer service, and volume performance among other parameters.

**Commenting on the development, Mr. Ahmed El Sheikh, President, PepsiCo India BU, said,** *"We are pleased to name VBL as AMESA Bottler of the year 2021. Varun Beverages' strong business processes, governance, and ability to execute in the marketplace at scale by delivering key price pack initiatives while delivering on its sustainability goals was recognised and rewarded by the AMESA sector"*

**Mr. Ravi Jaipuria, Non-executive Chairman, Varun Beverages Ltd. said,** *"We are honored to receive such esteemed recognition from PepsiCo. The award is a testament to VBL's operational expertise, end-to-end execution capabilities, governance practices, and its strong performance track record. We are confident that our initiatives towards improving competencies, strengthening operations, and integrating sustainability will further augment our position in the global beverage industry, going forward."*

**Mr. Varun Jaipuria, Executive Vice-Chairman, Varun Beverages Ltd. added,** *"VBL, in the last few years, has undertaken multiple sustainability measures with an aim of having a net positive impact on the planet. We have aggressively focused on PET-recycling and improving energy & water efficiencies. With sustainability as a core principle of our business model, VBL is on a path of delivering Green as well as strong Growth in the future. VBL continues to embark upon several strategic initiatives toward strengthening its business model, driving efficiencies, and ensuring high-quality standards."*

## **About Varun Beverages Limited:**

Varun Beverages Limited ("VBL" or the "Company") is a key player in beverage industry and one of the largest franchisee of PepsiCo in the world (outside USA). The Company produces and distributes a wide range of carbonated soft drinks (CSDs), as well as a large selection of non-carbonated beverages (NCBs), including packaged drinking water sold under trademarks owned by PepsiCo. PepsiCo CSD brands produced and sold by VBL include Pepsi, Diet Pepsi, Seven-Up, Mirinda Orange, Mountain Dew, Mountain Dew Ice, Seven-Up Nimbooz Masala Soda, Evervess and Sting. PepsiCo NCB brands produced and sold by the Company include Tropicana Slice, Tropicana Juices (100%, Delight, Essentials), Nimbooz, Gatorade as well as packaged drinking water under the brand Aquafina.

VBL has been associated with PepsiCo since the 1990s and have over two and half decades consolidated its business association with PepsiCo, increasing the number of licensed territories and sub-territories covered by the Company, producing and distributing a wider range of PepsiCo beverages, introducing various SKUs in the portfolio, and expanding the distribution network. As on date, VBL has been granted franchises for various PepsiCo products across 27 States and 7 Union Territories in India. India is the largest market and contributed ~75% of revenues from operations (net) in Fiscal 2021. VBL has also been granted the franchise for various PepsiCo products for the territories of Nepal, Sri Lanka, Morocco, Zambia and Zimbabwe.

## **For further information, please contact:**

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Varun Beverages Ltd

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## **Safe Harbor**

*This communication contains certain forward-looking statements relating to the business, financial performance, strategy and results of Varun Beverages Limited (VBL) and/ or the industry in which it operates. Such forward-looking statements involve a number of risks, uncertainties and assumptions which could cause actual results or events to differ materially from those expressed or implied by the forward-looking statements. These include, among other factors, changes in economic, political, regulatory, business or other market conditions. Neither the Company nor its affiliates or advisors or representatives nor any of its or their parent or subsidiary undertakings or any such person's officers or employees guarantees that the assumptions underlying such forward-looking statements are free from errors nor does either accept any responsibility for the future accuracy of the forward-looking statements contained in this presentation or the actual occurrence of the forecasted developments. The Company assumes no responsibility to publicly amend, modify or revise any forward-looking statements, on the basis of any subsequent developments, information or events, or otherwise. Given these uncertainties and other factors, viewers of this communication are cautioned not to place undue reliance on these forward-looking statements.*