

Augmenting Product Safety and Quality

Refreshing billions of people worldwide comes with great responsibility of ensuring top-notch product quality that is safe to consume. We strive to achieve this through comprehensive management systems and policies marked to highest global standards.

Key enablers



Responsible sourcing and manufacturing

Ensuring quality during sourcing of raw materials and manufacturing of beverages is fundamental to our sustainability goals. Responsible sourcing through PepsiCo approved suppliers, who successfully undergo comprehensive screening and certification by PepsiCo, is a key enabler in achieving this.

Constant efforts are also made towards enhancing VBL's food safety capability and improving processes and quality system

across the supply chain. Risk-based controls systems also play a significant role in mitigating potential hazards and risks in the manufacturing and support processes and complying with our food management standards.

A promise for superior quality

Our promise for food safety and quality is fulfilled through extensive measures taken by internal and external quality teams across all manufacturing and logistics centers. These include:

- Maintenance of own food safety manufacturing system at every site. This must conform to PepsiCo's global standards and regulatory requirements in India
- Strict adherence to PepsiCo's Global Food Safety Policy within all VBL's production facilities. The policy covers raw material sourcing, manufacturing process, storage, shelf life, etc.
- Daily incorporation of food safety principles into manufacturing processes across all manufacturing sites

**MORE FIZZ~
BOLD NEW LOOK**

PEPSI

CONTAINS CAFFEINE

NUTRITIONAL INFORMATION*
SERVE SIZE: 200 ml; 11.3 SERVINGS IN THIS PACK

| | PER 100ml | % RDA PER SERVE |
|---------------|-----------|-----------------|
| ENERGY | 43 kcal | 4% |
| PROTEIN | 0g | |
| CARBOHYDRATE | 10.9g | |
| TOTAL SUGARS | 10.9g | 44% |
| ADDED SUGARS | 0g | 0% |
| TOTAL FAT | 0g | 0% |
| SATURATED FAT | 0g | 0% |
| TRANS FAT | 0g | 0% |
| SODIUM | 3mg | 0.3% |

NET QUANTITY: 2.25L

Per Serve (200ml)
Energy 86 kcal
4% of Adult's RDA

INGREDIENTS: CARBONATED WATER, SUGAR, COLOUR (150a), ACIDITY REGULATOR (E330), CAFFEINE (10mg/100ml), FLAVOUR, NATURAL FLAVOURING SUBSTANCES, STABILIZER (E48a).

FOOTNOTES:
*BASED ON INDEPENDENT RESEARCH CONDUCTED BY NIELSEN BETWEEN 26TH AUGUST TO 27TH SEP 23 IN DELHI, MUMBAI & GUANOOL. FOR DETAILS VISIT: WWW.PEPSI.IN
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- Regular Food Safety Audits by third party
- Regular internal Food Safety Audits

Product labelling

Labelling is an integral part of fostering consumer awareness, building trust and loyalty amongst

them, and ensuring regulatory compliance for the Company. We strive to continually improve our labelling standards and provide clear and accurate information about the product. We also aim to provide essential information about the nutritional value of our product and look forward for more opportunities to educate our

customers, in collaboration with industry, governments, and other stakeholders.

PepsiCo's Global Labelling Policy, FSSAI guidelines, and other applicable laws and regulations for labelling within India are duly followed for all products at Varun Beverages.

VBL's labelling policy

Our products provide on the side or back of our packaging nutrition information on the amount of energy (as calories, kilocalories or kilojoules), protein, carbohydrate, total sugars, total fat, saturated fat and sodium per 100g/ml or per serving. Additionally, we will include nutrition information for nutrients for which a health or nutrition claim is made.

Our products include information on energy (as calories, kilocalories or kilojoules) per 100g/ml or per serving.

We provide the percentage of the official Guideline Daily Amounts, Daily Values or equivalents for energy, total fat, saturated fat, sodium/salt and total sugars on either the front, side or back of pack in countries where such values are available.

Sustainable marketing and sales

Our commitment extends beyond manufacturing tasty and refreshing beverages; it encompasses our responsibility to spread awareness about our products and promote responsible consumption, helping our consumers to make healthy and informed choices. To ensure this, we:

- Adhere to PepsiCo's Policy on Responsible Advertising and Marketing to Children
- Adhere to PepsiCo's Global Policy on the Sale of Beverages to Schools
- Adhere to all relevant laws and regulations in India
- Conduct employee trainings to ensure compliance with these laws and policies

As per the franchise agreement with PepsiCo, above the line (ATL) marketing activities are PepsiCo's responsibility.

PepsiCo's Advertising and Marketing Strategy

Children are special and any product needs to be advertised to them with care. Considering them as special audience, PepsiCo takes special care in developing advertisements for children under 13 years of age

With the objective to encourage consumption of healthy food and beverage amongst global audience under 13, PepsiCo exclusively advertises products that meet the International Food and Beverage Alliance (IFBA) Common Nutrition Criteria

Additionally, only plain water, fruit or vegetable juice, and dairy-based beverages may be marketed, consistent with the International Council of Beverages Associations (ICBA) Marketing to Children Guidelines

No products, regardless of its nutritional profile, will be advertised by PepsiCo to children under the age of 6