

LETTER FROM THE VICE PRESIDENT -PUBLIC AFFAIRS AND COMMUNICATIONS

05 Sep 2017

Mark Twain once said "There are two most important days in your life, one the day you were born, and second the day you found out why." For a 130 years young, world's largest beverage company the purpose remains central to what we do, every single day! Finding a way to create values for the communities and nations we operate in!

The year 2016 was remarkable for us as it helped us recalibrate our strategies around the three key priorities - Sustainable Agri, water stewardship and recycling.

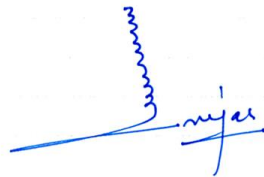
Our 'Virtuous Fruit Circular Economy' initiative of using a variety of Indian fruits in our beverages is aimed at contributing towards the goal of doubling the farm income by 2022.

We continued to make strides in reducing water usage in our manufacturing operations and water replenishment! Through the Coca-Cola Foundation 'Anandara', we created enormous capacities for water storage in water scarce areas.

We light-weighted our packaging materials, helped segregation of waste at source and improved recycling.

We reiterate our belief that sustainability is the core of our business and drives economic growth through this Sustainability Report for 2016.

Happy Reading! We look forward to hearing from you...



Ishteyaque Amjad
Vice President-Public Affairs
& Communications