

Social and Economic Impact of Announcements Made by Coca-Cola India  
@ The Make in India Week, Mumbai



ANNOUNCEMENTS

<p><b>PROJECT ORANGE UNNATI</b></p>		<p><b>Project Unnati Orange - MoU between Hindustan Coca-Cola, Maharashtra Government and Jain Irrigation</b> to support local farmers in cultivation of Indian orange mandarins with the adoption of <i>Ultra High Density Plantation (UHDP)</i>.</p> <p>Project is estimated to benefit <b>5,000</b> farmers with an average landholding of <b>2 acres</b> each.</p>
<p><b>LAUNCHED FANTA GREEN MANGO</b></p>		<p><b>New innovation of "Juice with Fizz".</b> The product contains <b>10.4% MANGO JUICE CONTENT</b>. Its success will further help the Indian agriculture sector.</p>
<p><b>To make Maaza the World's first 1 BN USD Juice brand from India</b></p>		<p><b>The world's first USD 1 BN juice drink brand</b> New Bottling plants to have juice bottling lines. <b>5 Greenfield projects</b> over the next <b>2 years</b>.</p> <p>When Maaza becomes the first 1 BN USD juice brand, we will procure more than 4 lakh Metric Tonnes of Mango Pulp.</p>
<p><b>LIMCA BOOK OF RECORDS (LBR) 2016 LAUNCHED</b></p>		<p><b>Celebrates the 'Specially Abled'.</b> The attributes of these determined individuals truly embody the five principles that <b>LIMCA BOOK OF RECORDS</b> stands for, <b>PASSION   AMBITION   EXCELLENCE   BELIEF   TENACITY</b>. Aligned to Accessible India Campaign &amp; Priorities</p>
<p><b>Thumbs Up VEER K2K Expedition announced</b></p>		<p><b>VEERs</b> (specially abled) on a journey of self-discovery. <b>A 5,000 KM road</b> expedition from Kanyakumari to Kashmir led by <b>BONIFACE PRABHU, Padma Shri Awardee</b> Awardee to spread awareness, sensitise people, teach sign language and contribute to Accessible India Campaign</p>