

Company write up essay

[Business](#), [Strategy](#)



Coca Cola India Basic facts about the company: ? Returned to India in 1993 after 16 years. ? During the past decade Coke has invested more than \$ 1 billion in India.

? The Coca-Cola system in India comprises 27 wholly owned company-owned bottling operations and another 17 franchisee-owned bottling operations. ? Entered India by taking over Parle's brands. ? Coke's main brands include: o Coca Cola, Sprite, Fanta, Thums Up, Maaza, Kinley water ? Other brands: o Shock and Sunfill ? In 2003, collected the Advertiser of the Year and Campaign of the year awards for the ' thanda matlab coca cola' ad.

By the end of 2003, Coke's consolidated market share stood at around 50% in the Indian soft drink market while the main competitor Pepsi was marginally behind at 46%. Worldwide Coca-Cola's market share is 44% while PepsiCo's is 32%. ? CEO – Sanjeev Gupta, took over in July 2003 Coke's values: People, Quality, Integrity, Image, and Diversity Coke's Strengths: ? One of the strongest brands in the world. Brand name alone worth about \$69 billion. ? Bottling system, gives advantages of a global scale while maintaining a local approach by having local bottling plants.

? Extensive Distribution systemRecent News: ? In August 2003, Centre for Science and Environment (CSE) revealed in a study that a " cocktail of pesticide residues" are contained in the soft drink brands belonging to Coca-Cola and Pepsi, and they were accused of following double standards in India and the US. Later a study conducted by the Kerala Pollution Board gave them a clean chit. ? In the process of launching new pricing strategies – using the

affordability strategy, by providing more value for money. E. g 600ml for Rs. 15, Maaza – Rs. 6 for 200 ml.

Plans to invest \$70 million in pushing affordability.