

Process in action

Pepsi in India

Update

A recent report on the 'cola' market in India which gives an interesting insight into developments, and the approaches of the two major competitors can be found on Business Standard online:

India adds fizz to Coke, Pepsi by Shahana Joshi, New Delhi, February 25, 2010

<http://www.business-standard.com/india/storypage.php?autono=386713>