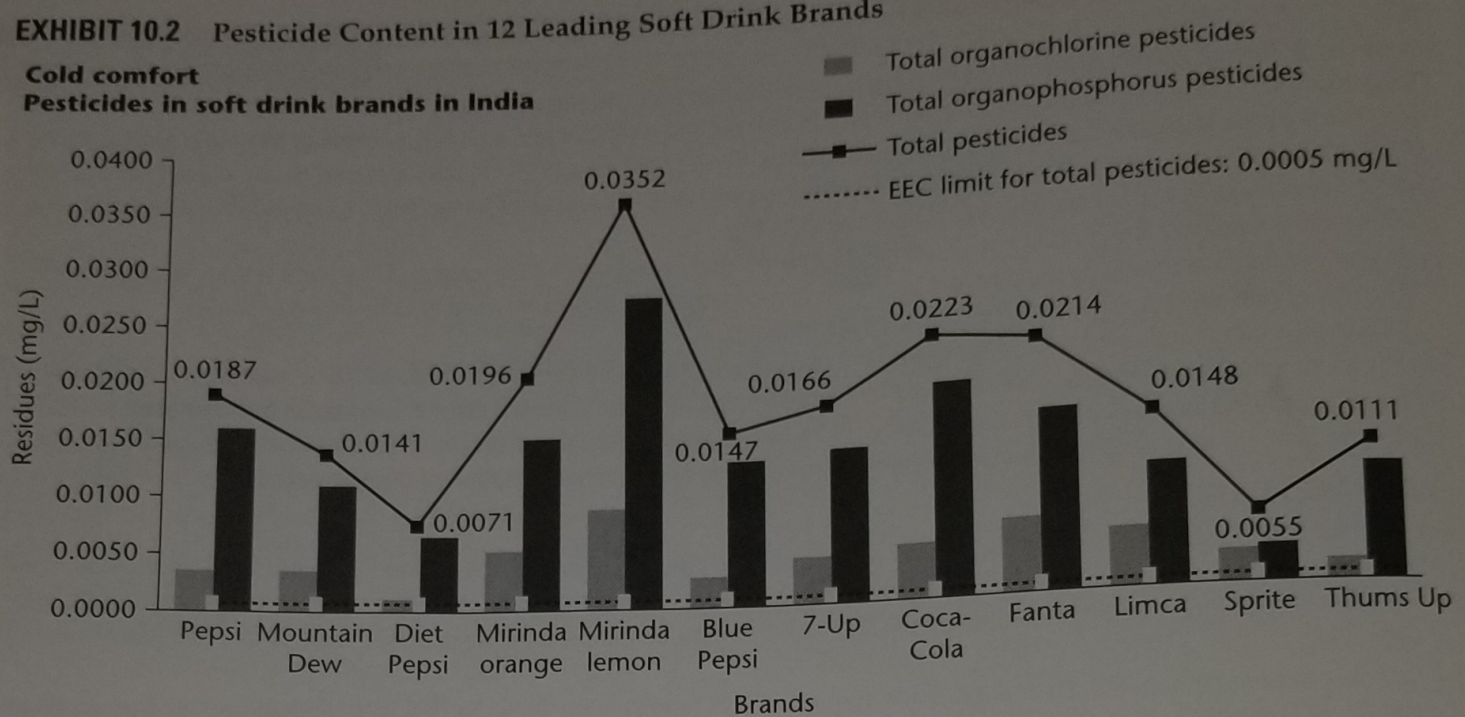


**EXHIBIT 10.2 Pesticide Content in 12 Leading Soft Drink Brands****Cold comfort  
Pesticides in soft drink brands in India**

Source: CSE press release, "Hard Truths about Soft Drinks." August 5, 2003.

majority of consumers believed the findings were correct and agreed with Parliament's move to ban the sale of soft drinks.<sup>8</sup> The \$1 billion Indian soft drink market<sup>9</sup> was at stake, and Gupta had to act.

## HISTORY OF COKE

### THE EARLY DAYS

Coca-Cola was created in 1886 by John Pemberton, a pharmacist in Atlanta, Georgia, who sold the syrup mixed with fountain water as a potion for mental and physical disorders. The formula changed hands three more times before Asa D. Candler added carbonation, and by 2003, Coca-Cola was the world's largest manufacturer, marketer, and distributor of nonalcoholic beverage concentrates and syrups, with more than 400 widely recognized beverage brands in its portfolio.

With the bubbles making the difference, Coca-Cola was registered as a trademark in

1887 and, by 1895, was being sold in every state and territory in the United States. In 1899, it franchised its bottling operations in the United States, growing quickly to reach 370 franchisees by 1910.<sup>10</sup> Headquartered in Atlanta with divisions and local operations in over 200 countries worldwide, Coca-Cola generated more than 70 percent of its income outside the United States by 2003 (see Exhibit 10.3).

### INTERNATIONAL EXPANSION

Coke's first international bottling plants opened in 1906 in Canada, Cuba, and Panama.<sup>11</sup> By the end of the 1920s, Coca-Cola was bottled in 27 countries throughout the world and available in 51 more. In spite of this reach, volume was low, quality inconsistent, and effective advertising a challenge with language, culture,

<sup>10</sup> Nymph Kaul, "Coca-Cola India," Rai University, 2004; Coca-Cola Company website, <http://www2.coca-cola.com/heritage/>; Mark Pendergrast, *For God, Country and Coca-Cola* (New York: Charles Scribner's Sons, 1993).

<sup>11</sup> <http://www2.coca-cola.com/ourcompany/aroundworld.html>.

<sup>8</sup> "Coke & Pepsi in India."

<sup>9</sup> <http://www.indiastat.com>.