

# Coca-Cola joins hands with ISB to set up Retail Academy

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AT a time when food inflation is soaring, beverages producer Coca-Cola India Ltd on Monday said it may keep prices in tact for the time being.

The company, which in partnership with the Indian School of Business (ISB) has set up a Retail Academy here, said the company was monitoring the situation and would take a decision on pricing only if the rising input costs have a long-term impact on production.

"We continue to evaluate a broad range of package formats, which can lead to different costing inputs. Sometimes costs go up, lets say phenomenal, but doesn't have a long-term impact. Food inflation is a concern for all of us. We are monitoring the situation," said Atul Singh, President & CEO, Coca-Cola India and South West Asia.

With rising input costs such as sugar, the company, which has 56 bottling plants across the country, said it would evaluate and minimize the impact on its production costs. "We are looking at opportunities to minimize the impact," said Ahmet Bozer, Group President, Eurasia and Africa, Coca Cola.

Meanwhile, the retail academy, which offers a six month programme to train mid-level professionals in retail management, will be kicked off in July.

The academy will conduct retail research and online training as well. "The retail sector in India is undergoing a rapid transformation and ISB will provide them cutting edge pedagogy," said Ajit Rangnekar, Dean, ISB.



Ahmet Bozer, Coca-Cola's Group President (Eurasia and Africa) shakes hands with ISB Dean Ajit Rangnekar during the launch of Coca Cola ISB Retail Academy in Hyderabad on Monday. Coca-Cola India CEO Atul Singh (R) and Deputy Dean of ISB Deepak Chandra (L) look on | PTI