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Plot No. F/4, Chandaka Industrial Estate, Infocity, Patia, Bhubaneswar-24
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SUMMER INTERNSHIP PROJECT 2025

REPORT TITLE

A Study on Stock Availability, Marketing Visibility, Customer Preference of Beverage Brands During Rath Yatra

SUBMITTED BY

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CERTIFICATE OF FACULTY/INTERNAL GUIDE

This is to certify that **Mr. Rajesh Kumar Sahoo** bearing university registration no. **2406258164** of **2024-26** batch, has completed his/her summer internship at **Varun Beverages Limited (PepsiCo)** from **4th June to 21th July** under the supervision of **Mr. Sunil Kumar Nanda** and has submitted this project report under my guidance in partial fulfilment of the requirements for award of the degree of Master of Business Administration at Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar. To the best of my knowledge and belief, this project report has been prepared by the student and has not been submitted to any other institute or university for the award of any degree or diploma

Date:

Place: Bhubaneswar

Dr. Varun Agarwal

Prof. Marketing

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DECLARATION

I, Mr. Rajesh Kumar Sahoo bearing university registration no 2406258164 of (2024-26 batch), hereby declare that the project report titled A Study on Stock Availability, Marketing Visibility, Customer Preference of Beverage Brands During Rath Yatra is based on my internship at Varun Beverages Ltd.(PepsiCo) during the period from 4th of June to 21th of July and is an original work done by me under the supervision of Mr. Sunil Kumar Nanda and Dr. Varun Agarwal. This report is being submitted to Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar, affiliated to Biju Patnaik University of Technology, Odisha, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration. This project report has not been submitted to any other institute/university for the award of any degree or diploma.

Date:

Place: Signature

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Special thanks to **Mr. Ramesh Swain**, Sr. Marketing Executive, VARUN BEVERAGES Ltd., for their ongoing motivation and encouragement. And from **MS. Roshni Khandai**, HR Executive, and **Mr. Sabyasachi Jena,** HRBP-Odisha unit, for making us understand the role and responsibilities as a summer intern at **VARUN BEVERAGES Ltd. (PepsiCo)**.

I am grateful to **Biju Patnaik Institute of Information Technology & Management Studies** for providing the necessary tools and environment for this project. I am also grateful to my family, friends, and students for their encouragement. Finally, I`d want to thank everyone who helped me building the project report.

Ref: VBL/HR/2025
Date: 18.08.2025

To Whomsoever It May Concern

This is to certify that **Mr. Rajesh Sahoo** has completed his internship in the Sales Department at **Varun Beverages Limited** from **05 June 2025 to 31 July 2025.**

During his internship period, he was under the supervision of **Mr. Sunil Kumar Nanda.** He has completed the internship to our satisfaction.

We wish him all the best for his future endeavors.

For Varun Beverages Limited,

Anand S

Table of Contents

Chapter	Title	Sub-sections	Page-No.
Chapter 1	**Introduction**	Background of the Study Objectives of the Study Scope and Significance Review of Literature Research Methodology Limitations of the Study	6
Chapter 2	**Company Profile & Industry Analysis**	Company Overview (Varun Beverages Ltd.) Product Portfolio Overview of the Indian Beverage Industry Industry Growth & Trends	17
Chapter 3	**Competitor Analysis**	Coca-Cola vs Pepsi Campa Cola and Emerging Competitors Market Strategies & Distribution Comparison.	19
Chapter 4	**Customer Analysis**	Customer Feedback Retailer Insights Consumer Preferences & Buying Behavior.	32
Chapter 5	**Actual Work Done, Analysis and Findings**	Data Collection and Field Survey Promotional Activities (GSB, Non-lit, Reflectors) Rath Yatra Campaign Supervision Key Findings & Analysis	36
Chapter 7	**References**	Key References Bibliography Annexure	

Chapter 1

1.1 Introduction

Internships form an integral part of management education, providing students with the opportunity to bridge the gap between theoretical concepts and practical applications. A Summer Internship Project (SIP) exposes students to real-life business problems and equips them with experiential learning that cannot be derived from textbooks alone. It offers valuable exposure to professional work environments, decision-making challenges, and the nuances of organizational functioning.

This project report is based on my internship at **Varun Beverages Ltd. (PepsiCo)**, one of the largest bottling partners of PepsiCo in India. The internship was undertaken in the **Marketing Department** and primarily revolved around studying brand visibility, stock availability, merchandising activities, and customer preferences of beverage brands during one of the largest cultural events in India — **Rath Yatra at Puri, Odisha**.

The beverage industry, particularly carbonated soft drinks (CSDs) and packaged drinking water, is highly competitive in India, with players like **Pepsi, Coca-Cola, and Campa Cola** striving for dominance. Large-scale cultural and religious festivals such as Rath Yatra provide FMCG companies with a unique opportunity to increase brand visibility, capture consumer attention, and expand distribution networks. For PepsiCo, the Rath Yatra was not just a sales opportunity but also a platform to connect with customers and retailers on an emotional and cultural level.

The internship allowed me to gain first-hand exposure to **on-ground FMCG marketing operations** such as market surveys, outlet mapping, customer interaction, competitor tracking, and execution of promotional activities. From supervising stall branding to coordinating cap distribution and highway reflector installations, the project enhanced my understanding of how a global FMCG giant like PepsiCo manages brand penetration in a highly competitive market.

Thus, this report aims to present an analysis of my internship learnings, highlighting both the strengths and challenges faced by PepsiCo during the Rath Yatra campaign.

1.2 Scope of the Study

The scope of this study is limited to the marketing and distribution activities of **PepsiCo through Varun Beverages Ltd.** in the context of Rath Yatra at Puri and nearby areas. The study focuses on:

- Stock availability and outlet coverage during the event.
- Effectiveness of merchandising and branding materials such as glow sign boards (GSB), posters, non-lit boards, wall paintings, and highway reflectors.
- Customer and retailer preferences with respect to Pepsi products compared to competitors.
- Competitor strategies and their impact on Pepsi’s market visibility.
- Challenges faced in distribution, retailer servicing, and product availability during a high-footfall event.

The study does not attempt to evaluate PepsiCo’s overall financial performance or nationwide marketing strategy. Instead, it focuses on **micro-level, event-based marketing execution and field learning** within the geographic scope of Puri and its surrounding stretches during Rath Yatra 2025.

1.3 Review of Literature

The following literature review highlights prior studies conducted in the areas of

FMCG marketing, event-based promotions, consumer behavior, and brand visibility:

1. **Kotler & Keller (2016)** – Suggested that experiential marketing during cultural and religious events plays a crucial role in building brand recall and consumer loyalty.
2. **Saxena (2018)** – Emphasized the role of Point-of-Sale Materials (POSM) in enhancing consumer attention and driving impulse purchases in the FMCG sector.
3. **Sharma & Das (2019)** – Found that event-based marketing campaigns create a higher emotional connection with consumers compared to traditional advertising.
4. **Verma (2017)** – Stated that consumer preferences in beverages are largely shaped by availability, visibility, and affordability at retail outlets.
5. **Nielsen Report (2020)** – Highlighted that small PET packs and cold beverages dominate consumer demand in India's urban and semi-urban markets.
6. **Bhattacharya (2018)** – Analyzed Coca-Cola's dominance in rural India through aggressive distribution and trade schemes, underscoring the importance of retailer incentives.
7. **Kaur & Singh (2021)** – Found that cultural events such as Kumbh Mela and Rath Yatra provide unmatched opportunities for mass consumer engagement by FMCG brands.
8. **Mintel India Report (2019)** – Stated that visibility-enhancing tools such as danglers, wall art, and display racks increase sales conversion rates in high-footfall areas.

9. **Chatterjee (2017)** – Identified that lack of Visi-coolers in outlets significantly impacts sales of carbonated beverages, as customers prefer chilled drinks in hot climates.
10. **PepsiCo Annual Report (2022)** – Documented Pepsi's focus on strengthening last-mile delivery and expanding retail coverage in Tier-2 and Tier-3 markets in India.
11. **Das & Rao (2019)** – Stressed that retailer cooperation is crucial in FMCG distribution since retailers act as direct influencers of consumer purchase decisions.
12. **Singh & Ghosh (2016)** – Analyzed consumer brand-switching behavior in beverages, finding that price discounts and promotional schemes drive short-term preferences.
13. **Coca-Cola Case Study (2021)** – Showed how Coca-Cola capitalized on festive seasons with event stalls and crowd engagement activities to build stronger recall.
14. **Gupta (2020)** – Noted that proactive distribution and frequent stock refills are critical to prevent product shortages during high-demand periods.
15. **Rana & Kapoor (2018)** – Identified that merchandising visibility strongly correlates with higher product sales in FMCG outlets.
16. **ET Brand Equity Report (2023)** – Found that Indian beverage consumers are increasingly shifting towards instant-consumption packs (200ml and 250ml PET bottles).
17. **Sahu (2019)** – Stated that Pepsi and Coca-Cola both face challenges in balancing visibility with cost-efficiency in high-footfall campaigns.

18. **Choudhury (2020)** – Highlighted that customer goodwill is enhanced through innovative crowd-pull techniques such as free giveaways during festivals.
19. **PepsiCo India Case Study (2021)** – Showed how strategic placement of stalls in Rath Yatra and Durga Puja events significantly improved brand visibility.
20. **Kumar (2022)** – Concluded that consumer choice is highly situational and influenced by availability, visibility, and competitor offerings at the point of sale.

1.4 Objectives of the Study

The objectives of the study have been designed in line with the internship work and the project theme:

1. **To study the stock availability, merchandising, and brand visibility of Pepsi products during Rath Yatra at Puri.**
2. **To analyze consumer and retailer preferences towards Pepsi in comparison to its competitors.**
3. **To evaluate the effectiveness of promotional activities and recommend strategies for improvement.**

1.5 Methodology

The methodology adopted for the project consisted of both **primary and secondary research**:

- **Primary Data Collection:**
    - Physical outlet surveys in Puri and nearby stretches.
    - Interaction with retailers, vendors, and sales staff.

    - Collection of data on stock availability, Visi-coolers, product placement, and competitor presence.
    - Photographs of branding and promotional materials for documentation.
    - Supervision of Rath Yatra campaign activities including stall placement and cap distribution.
- **Secondary Data Collection:**
    - Review of company reports and PepsiCo/VBL documents.
    - Market insights from Nielsen and industry reports.
    - Academic journals, case studies, and prior literature on FMCG event marketing.
- **Tools Used:**
  Google Sheets/Excel for data entry, Google Maps for outlet mapping, WhatsApp groups for team coordination, and smartphone cameras for visual reporting.

This mixed methodology ensured comprehensive insights into Pepsi's market presence during Rath Yatra.

1.6 Limitations of the Study

1. The study was restricted to **Puri town and nearby stretches**; hence findings cannot be generalized to Pepsi's nationwide marketing strategy.
2. Timeframe of **one month** limited the depth of long-term observations.
3. Retailers were sometimes hesitant to share exact sales data, reducing data accuracy.

4. Weather conditions and logistic challenges occasionally disrupted smooth fieldwork.
5. The study is focused on **marketing visibility and distribution**, and does not cover financial aspects of PepsiCo’s performance.

Chapter 2

2.1 Company Profile – Varun Beverages Ltd. (VBL)

Varun Beverages Ltd. (VBL) is one of the largest franchisees of PepsiCo in the world, outside the United States. It is responsible for bottling, distributing, and marketing PepsiCo beverages across several regions in India, along with parts of Africa and Sri Lanka. The company holds exclusive rights to manufacture and distribute a wide range of PepsiCo products, including **carbonated soft drinks (Pepsi, 7UP, Mountain Dew, Mirinda), fruit juices (Tropicana, Slice), energy drinks (Sting), packaged water (Aquafina), and sports drinks (Gatorade)**.

Headquartered in Gurugram, Haryana, VBL operates through multiple manufacturing plants and an extensive distribution network that ensures PepsiCo products reach millions of consumers daily. The company has consistently invested in expanding its production capacity, strengthening rural distribution, and innovating with packaging formats suitable for Indian consumers, such as **200 ml and 250 ml PET bottles for impulse buying**.

VBL has established itself as a **market leader in India's beverage sector**, primarily because of its strong distribution efficiency, on-ground marketing capabilities, and partnership with PepsiCo. The company also invests heavily in visibility initiatives, event-based marketing, and brand activations, ensuring that Pepsi's image is consistently reinforced at all levels of the supply chain.

In Odisha, VBL plays a pivotal role in ensuring the presence of Pepsi products during major cultural events such as Rath Yatra, which attract millions of pilgrims and tourists every year. The Puri Rath Yatra 2025 was a significant occasion for PepsiCo and VBL to showcase their brand visibility, connect with consumers at the grassroots level, and strengthen trade relationships with retailers.

2.2 Vision and Mission of VBL

- **Vision:** To be the most respected and customer-centric beverage company by providing high-quality products and creating strong consumer engagement.
- **Mission:** To deliver refreshing experiences through a diverse beverage portfolio while strengthening distribution networks and promoting sustainable growth.

2.3 PepsiCo Product Portfolio (Under VBL)

VBL manufactures, distributes, and sells a wide range of beverages that cater to diverse consumer preferences. These include:

1. **Carbonated Soft Drinks (CSDs):**
   - Pepsi: Flagship cola brand with strong youth appeal.
   - Mountain Dew: Adventure-oriented drink associated with thrill and risk-taking.
   - 7UP: Lemon-flavored clear drink popular in India’s hot climate.
   - Mirinda: Orange-flavored soft drink catering to younger consumers.
2. **Non-Carbonated Beverages (NCBs):**
   - Slice: Mango-based fruit drink with strong rural and urban demand.
   - Tropicana: Premium fruit juice brand (available in select markets).
3. **Energy Drinks:**
   - Sting: Affordable energy drink, rapidly gaining popularity in Tier-2 and Tier-3 cities.

4. **Packaged Drinking Water:**
    - Aquafina: PepsiCo's packaged water brand catering to safe drinking water demand.

2.3 Overview of the Indian Beverage Industry

The Indian beverage industry is among the fastest-growing FMCG sectors, driven by increasing disposable incomes, changing consumer lifestyles, and rising urbanization. The industry can be broadly divided into carbonated soft drinks, juices, bottled water, energy drinks, and functional beverages.

- **Market Size & Growth:** According to industry reports, India's non-alcoholic beverage market is expected to grow at a CAGR of 8–10% between 2023–2027.
- **Consumer Behavior:** Indian consumers are highly price-sensitive, and buying decisions are influenced by availability, temperature (chilled vs non-chilled), and visibility at retail outlets.
- **Seasonality:** The market is highly seasonal, with summer months (April–July) witnessing peak sales. Events like Rath Yatra further act as accelerators for consumption.
- **Distribution Dependency:** The industry relies heavily on retailers, wholesalers, and roadside vendors, who play a crucial role in consumer decision-making.

2.4 Industry Growth & Trends

1. **Increased Focus on Energy Drinks:** Affordable energy drinks like *Sting* have seen exponential growth in semi-urban and rural areas.

2. **Packaged Drinking Water Demand:** Brands like *Aquafina* are gaining prominence due to rising health awareness.
3. **Event-based Marketing:** Festivals, cultural fairs, and sports events are becoming hotspots for visibility battles between Pepsi and Coca-Cola.
4. **Retailer-Centric Promotions:** FMCG players increasingly use incentives (free refrigerators, discounts, schemes) to secure retailer loyalty.
5. **Shift Towards Smaller Packs:** 200ml and 250ml PET bottles are the most popular formats due to affordability and grab-and-go convenience.

2.5 VBL's Competitive Position

Varun Beverages Ltd., through PepsiCo's portfolio, holds a strong position in India's beverage market. However, it faces stiff competition from Coca-Cola (Thums Up, Sprite, Maaza), and the re-launched **Campa Cola**. Pepsi differentiates itself through aggressive youth-centric branding, affordable energy drinks (*Sting*), and high on-ground visibility campaigns during large events.

VBL's strengths include:

- Strong distribution networks across urban and rural areas.
- Wide product portfolio catering to different consumer needs.
- Effective branding and merchandising during cultural events.

2.5 Role of PepsiCo and VBL in Odisha's Beverage Market

In Odisha, PepsiCo through Varun Beverages enjoys a strong market presence, especially during high-footfall events such as Rath Yatra. The company strategically invests in:

- **Retail outlet coverage:** Ensuring consistent stock availability through continuous distributor servicing.

- **Branding initiatives:** Use of GSBs, danglers, posters, and cap distributions to capture consumer attention.
- **Consumer engagement:** Free giveaways like caps, event stalls, and chilled PET packs to drive sales.
- **Competitor monitoring:** Tracking Coca-Cola, Campa Cola, and local soda presence in the market.

These strategies have positioned Pepsi as one of the leading beverage choices for consumers during Rath Yatra, although competition remains fierce.

Chapter 3

3.1 Introduction

The Indian beverage market is characterized by intense competition between global giants, regional players, and new entrants. While PepsiCo (through VBL) is one of the leading players, it faces constant rivalry from Coca-Cola India (Thums Up, Sprite, Maaza) and the recently revived Campa Cola under Reliance Retail. Festivals such as Rath Yatra amplify this competition, as companies aggressively fight for consumer attention, outlet dominance, and retail partnerships.

3.2 Coca-Cola as a Competitor

Coca-Cola India has consistently remained Pepsi's strongest rival. Its brands, especially Thums Up, Sprite, and Maaza, dominate their respective categories.

- Thums Up leads the cola segment with its strong masculine positioning.
- Sprite dominates the clear lime segment, competing directly with 7UP.
- Maaza, Coca-Cola's mango drink, has a larger share compared to Pepsi's Slice.

Coca-Cola employs strong retailer incentives, widespread Visi-cooler distribution, and frequent in-store promotional schemes to strengthen its market position.

3.3 Campa Cola as a Re-Emerging Player

The relaunch of Campa Cola by Reliance Retail has disrupted the duopoly of Pepsi and Coca-Cola. With aggressive pricing and Reliance's strong distribution reach, Campa Cola has started creating an impact, particularly in Tier-2 and Tier-3 markets.

- Priced lower than Pepsi and Coca-Cola, it appeals to price-sensitive consumers.

- During Rath Yatra, Campa Cola was observed using temporary stalls, low-cost branding, and direct retailer discounts to increase visibility.
- However, it lacks the aspirational brand connect that Pepsi and Coca-Cola enjoy.

3.4 Local & Regional Competitors

Apart from multinational players, several **local soft drink brands** and packaged water players also compete in the market. These include regional soda manufacturers and affordable water brands. Their strategy is to leverage **low prices, existing retailer relationships, and familiarity** with the local population.

While these players do not match Pepsi or Coca-Cola in brand recall, they often capture significant sales volume in rural areas due to their **cost advantage**.

3.5 Competitor Strategies Observed During Rath Yatra

From field surveys and observations during Rath Yatra, the following strategies were noted:

1. **Coca-Cola:** Focused on wider cooler distribution, better retailer incentives, and heavy placement of Maaza and Sprite in high-footfall outlets.
2. **Campa Cola:** Used aggressive **introductory pricing** and **low-cost branding materials** to gain quick shelf space.
3. **Local Players:** Targeted price-sensitive consumers with 200ml glass bottles and local water brands.

In contrast, **Pepsi (VBL)** countered with:

- **Sting push** (high visibility & retailer demand).

- **Merchandising materials** (GSBs, reflectors, wall paintings).
- **Cap distribution** during Bahuda Yatra for strong crowd engagement.

3.6 Summary of Competitor Positioning

- **Coca-Cola:** Strong in brand equity, cooler penetration, and trade incentives.
- **Campa Cola:** Competitive pricing and Reliance distribution network.
- **Local Brands:** Affordable alternatives in price-sensitive markets.
- **Pepsi (VBL):** Strong event-based marketing and youth-centric positioning, but requires continuous reinforcement in rural/semi-urban areas.

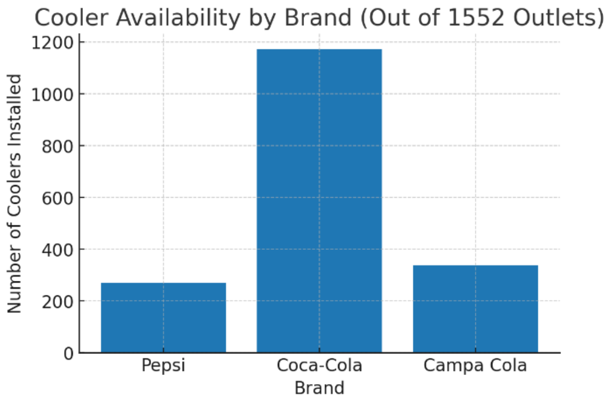
3.7 Cooler Availability by Brand

Figure 3.a illustrates the distribution of coolers across 1,552 surveyed outlets during Rath Yatra. Coca-Cola dominated the cooler installations with 1,173 units, while Pepsi accounted for only 270, and Campa Cola had 338.
This indicates that Coca-Cola enjoys a far greater retail penetration and visibility advantage, while Pepsi lags in cooler distribution.

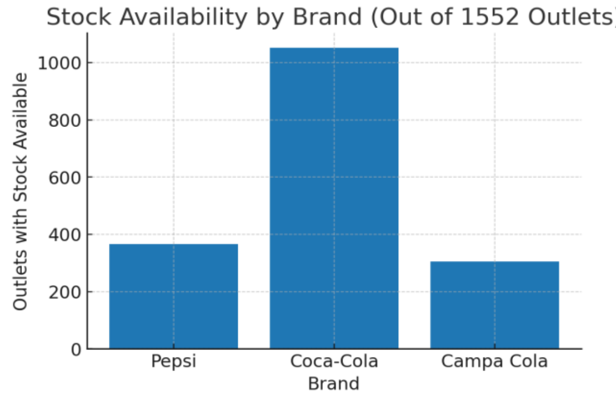
3.8 Stock Availability by Brand

As shown in Figure 3.2, Coca-Cola also led in stock availability, being present in **1,051 outlets**. Pepsi was available in **366 outlets**, whereas Campa Cola was present in **305 outlets**.
This clearly highlights that Pepsi needs to strengthen its **supply chain consistency** to match competitor presence during high-demand events like Rath Yatra.

3.a



3.b



AVALIVILITY	**Out Let Count**	**Visi AVL**			**Stock AVL**			
STRECH		PEPSI	COCX	CAMPA	PEPSI	COCX	CAMPA	**GRAND TOTAL**
1-Pipil,Nimapada,Konark,Ramachandi,Gundicha Mandir	374	50	174	20	94	305	44	443
2- Hi-tech medical chowk,Puri Chariot Square	792	172	554	210	212	548	239	999
3- Puri Town	386	48	323	75	60	320	55	435
4-	1552	270	1051	305	366	1173	338	1877

Chapter 4

4.1 Introduction

Customers and retailers are the backbone of the FMCG beverage industry. In an event as large as Rath Yatra, the **buying behavior of consumers** and the **support of retailers** directly determine the success of a brand. For PepsiCo (VBL), gaining insights into consumer preferences, purchase patterns, and retailer attitudes was a crucial part of this internship project.

4.2 Retailer Feedback

Retailers are key decision-makers since they control product visibility, stock ordering, and recommendations to customers. Feedback collected from various outlets during the internship highlighted the following points:

1. **Demand Drivers:** Retailers reported that **Sting** and **7UP** had the highest demand due to affordability and refreshing taste.
2. **Cooler Availability:** Shops with visi-coolers stocked more Pepsi products, leading to higher sales. Retailers without coolers often faced **loss of sales opportunities**.
3. **Trade Schemes:** Coca-Cola was found to offer **more aggressive trade schemes**, making some retailers favor their products.
4. **Pepsi Strengths:** Retailers appreciated Pepsi's on-ground branding (GSBs, reflectors) and felt it improved outlet footfall.
5. **Challenges:** Some retailers pointed out delays in **stock refills** during peak days of Rath Yatra.

4.3 Consumer Preferences

During Rath Yatra, consumer behavior was influenced by **convenience, price, and product availability**. Key insights include:

1. **High Preference for Small PET Bottles (200ml/250ml):** Most consumers opted for quick, affordable, and chilled options.
2. **Energy Drinks Growing:** Sting was widely consumed by youngsters as an affordable energy drink alternative.
3. **Seasonal Climate Influence:** Hot and humid weather boosted demand for chilled beverages, especially 7UP and Aquafina.
4. **Impulse Purchases:** Many consumers made on-the-spot purchases based on **brand visibility** (GSBs, danglers, posters).
5. **Competitor Attraction:** A section of consumers also shifted to Coca-Cola (Sprite/Maaza) when Pepsi stock was unavailable.

4.4 Insights from Consumer-Retailer Interaction

The combined analysis of customer and retailer insights revealed:

- Visibility and cooler availability are **directly linked to higher sales**.
- Retailers influence consumer choices by **recommending available brands**.
- Pepsi's **cap distribution and stall branding** created strong consumer recall during Bahuda Yatra.
- Competitor schemes and stock availability remain **challenges to Pepsi's dominance**.

4.5 Summary of Customer Analysis

- Consumers prefer **chilled, small PET packs** during festivals.

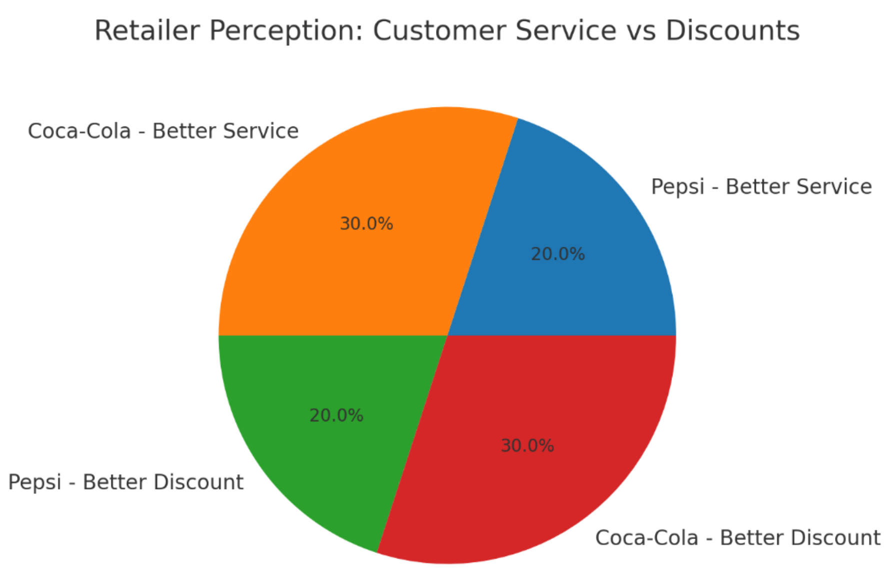
- Retailers play a critical role in **shaping consumer choices**.
- Pepsi's event-based visibility strategies (caps, reflectors, stall branding) generated strong attention.
- Continuous stock supply and competitive trade schemes remain areas for improvement.

4.6 Retailer Perception: Customer Service vs Discounts

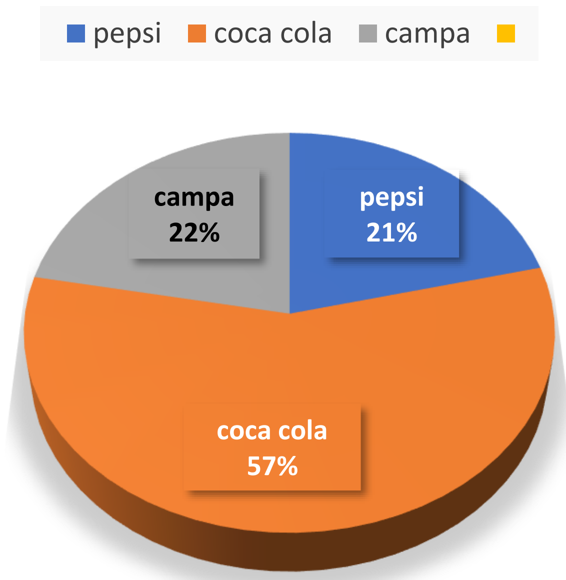
Figure 4.a depicts the retailer perception survey results. While some retailers preferred Pepsi for **better customer service**, Coca-Cola was widely recognized for offering **superior trade schemes and discounts**.

This perception plays a significant role in influencing retailer stocking behavior and directly impacts Pepsi's competitiveness at the outlet level.

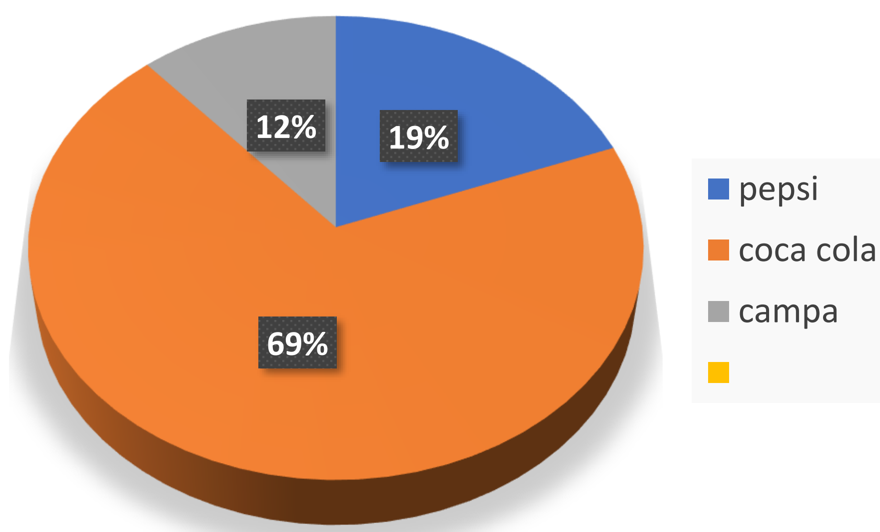
4.a



Which company gives better "discount"?



Which company provides better "customer service"?



Chapter 5

5.1 Introduction

The core of this internship revolved around **field-based marketing activities** carried out during the Rath Yatra festival in Puri, Odisha. The project provided me with the opportunity to actively participate in **on-ground branding, outlet surveys, retailer interactions, and consumer engagement activities**. This chapter outlines the actual work performed during the internship, supported by key findings and analysis.

5.2 Outlet Surveys & Market Mapping

A major task during the internship was **surveying retail outlets** across Puri and nearby stretches. These surveys helped evaluate product availability, cooler placement, competitor presence, and merchandising execution.

- Outlets were mapped using **Google Maps** and details were recorded in structured survey sheets.
- Data collected included stock levels of Pepsi products, placement of Glow Sign Boards (GSBs), presence of danglers/posters, and competitor products.
- Insights from these surveys formed the basis for identifying gaps in visibility and supply chain.

5.3 Branding and Merchandising Activities

To enhance Pepsi's visibility during Rath Yatra, several branding initiatives were executed:

1. **Glow Sign Boards (GSBs):** Installed at high-footfall outlets for better night-time visibility.

2. **Non-lit Boards & Posters:** Used for cost-effective visibility at roadside shops.
3. **Danglers & Wall Art:** Added inside and outside shops to attract consumer attention.
4. **Stall Branding:** Pepsi stalls at major Rath Yatra points were covered with vibrant branding.

5.4 Highway Reflector Installation

One of the unique visibility strategies was the installation of **reflectors along highways leading to Puri**. These reflectors ensured 24x7 brand presence, especially for vehicles traveling at night.

- Reflectors were placed at strategic junctions and busy highway stretches.
- They acted as **low-cost, long-term branding tools** that could sustain visibility beyond the festival period.

5.5 Cap Distribution During Bahuda Yatra

A highly successful engagement activity was the **distribution of Pepsi-branded paper caps** during the Bahuda Yatra.

- Thousands of caps were handed out to devotees and visitors.
- This not only provided **functional value** (protection from heat) but also turned the crowd into a **walking advertisement** for Pepsi.
- Retailers and consumers alike appreciated this innovative approach.

5.6 Retailer & Customer Interaction

Another key activity was direct **interaction with retailers and consumers**. This involved:

- Collecting **feedback on product demand, supply challenges, and competitor schemes**.
- Understanding **consumer preferences**, especially pack sizes and flavors.
- Convincing retailers to display Pepsi products prominently and stock high-demand variants like Sting.

5.7 Key Findings

From the analysis of the fieldwork and collected data, the following findings emerged:

1. **Strong Acceptance of Sting:** Sting energy drink saw exceptionally high demand due to affordability (₹20 price point).
2. **Retailer Preference for Coca-Cola Schemes:** Coca-Cola offered stronger incentives, which sometimes tilted retailer loyalty.
3. **Pepsi's Strength in Branding:** Reflectors, GSBs, and cap distribution were highly effective in boosting visibility.
4. **Stock Gaps in Peak Hours:** At times, Pepsi stock (especially chilled) was unavailable, leading consumers to shift to competitors.
5. **Consumer Preference for Small Packs:** 200ml and 250ml PET bottles were the most purchased formats.

5.8 Analysis

The on-ground execution during Rath Yatra showed that **visibility and availability are the two biggest drivers** of beverage sales during mass events. PepsiCo's innovative strategies like **cap distribution** and **reflector branding** set it apart from competitors. However, challenges such as **stock management** and **trade schemes** continue to affect Pepsi's competitive position.

AVALIVILITY	Out Let Count	Visi AVL			Stock AVL							
STRECH		PEPSI	COCX	CAMPA	PEPSI	COCX	CAMPA	GRAND TOTAL				
1-Pipil,Nimapada,Konark,Ramachandi,Gundicha Mandir	374	50	174	20	94	305	44	443				
2- Hi-tech medical chowk,Puri Chariot Square	792	172	554	210	212	548	239	999				
3- Puri Town	386	48	323	75	60	320	55	435		ND		
4-	1552	270	1051	305	366	1173	338	1877		24%	76%	22%

Pepsi Spend Detail	Count				SQFT				Spend VAL			
STRECH	GSB	NLB	IMPACT	TOTAL	GSB	NLB	IMPACT	TOTAL	GSB	NLB	IMPACT	TOTAL
1-Pipil,Nimapada,Konark,Ramachandi,Gundicha Mandir	375	786	219	1380	10,848	10,143	441	10,143	1518720	35370	153300	1707390
2-Hi-tech medical chowk,Puri Chariot Square	389	802	221	1412	11,242	10,431	569	22,242	1573880	36090	154700	1764670
3-Puri Town	125	248	25	398	2,848	2,349	244	5,441	398720	11160	17500	427380
4-								37,826				3899440

Coca Cola Spend Detail	Count				SQFT				Spend VAL			
STRECH	GSB	NLB	IMPACT	TOTAL	GSB	NLB	IMPACT	TOTAL	GSB	NLB	IMPACT	TOTAL
1-Pipil,Nimapada,Konark,Ramachandi,Gundicha Mandir	1,393	2658	188	4,239	51,208	38,442	1,263	90,913	7169120	119610	131600	7420330
2-Hi-tech medical chowk,Puri Chariot Square	1,475	2,678	194	4,347	53,633	38,852	1,527	94,012	7508620	120510	135800	7764930
3-Puri Town	484	363	16	863	14,859	9,977	862	25,698	2080260	16335	11200	2107795
4-								210,623				17293055

Campa Spend Detail	Count				SQFT				Spend VAL			
STRECH	GSB	NLB	IMPACT	TOTAL	GSB	NLB	IMPACT	TOTAL	GSB	NLB	IMPACT	TOTAL
1-Pipil,Nimapada,Konark,Ramachandi,Gundicha Mandir	622	727	445	4,239	19,933	5,992	2,230	28,155	2790620	32715	311500	7420330
2-Hi-tech medical chowk,Puri Chariot Square	637	731	450	1818	20,407	6,056	2,434	28,897	2856980	32895	315000	7764930
3-Puri Town	122	44	19	185	3,702	1,042	771	5,515	518280	1980	13300	2107795
4-								62,567				17293055

Chapter 6

6.1 Introduction

This chapter summarizes the key findings of the internship and provides strategic suggestions to PepsiCo (through Varun Beverages Ltd.) for improving brand visibility, consumer engagement, and retailer relations during large-scale cultural events such as Rath Yatra. The insights presented are based on **field surveys, retailer interactions, consumer analysis, and direct participation in branding activities**.

6.2 Summary of Key Findings

From the fieldwork and analysis conducted during the internship, the following key findings emerged:

1. **Sting as a Growth Driver:** The ₹20 Sting PET bottle proved to be the most demanded product, particularly among the youth.
2. **Retailer Sensitivity to Schemes:** Coca-Cola's aggressive trade offers provided them with an advantage in certain outlets.
3. **Event-Based Branding Success:** Pepsi's innovative efforts such as **cap distribution** and **highway reflectors** created strong crowd engagement and long-term visibility.
4. **Stock Availability Gaps:** During peak hours, retailers often ran out of chilled Pepsi stock, forcing consumers to shift to competitors.
5. **Consumer Preference for Small Packs:** Small PET formats (200ml–250ml) were the most popular choice among Rath Yatra consumers.

6.3 Conclusion

The internship highlighted the importance of **visibility, availability, and consumer engagement** in driving beverage sales during large cultural gatherings. PepsiCo, through VBL, succeeded in creating a strong presence at Rath Yatra, but it also faced challenges in terms of **retailer loyalty and supply chain consistency**.

The campaign demonstrated that **innovative low-cost marketing tools** (caps, reflectors, stall branding) can generate high returns in terms of consumer recall. At the same time, competitor strategies underscored the need for Pepsi to **continuously strengthen retailer incentives and stock management systems**.

6.4 Strategic Suggestions

Based on observations and analysis, the following recommendations are proposed for PepsiCo/VBL:

1. **Strengthen Retailer Incentives:**
   Introduce more attractive trade schemes and retailer-focused promotions to counter competitor advantage.
2. **Improve Supply Chain Efficiency:**
   Ensure continuous stock replenishment during peak event hours to avoid consumer shifting.
3. **Expand Cooler Distribution:**
   Increase visi-cooler installations in retail outlets, especially in high-footfall zones, to improve availability of chilled beverages.
4. **Leverage Event-Based Branding More Aggressively:**
   Expand successful campaigns like **cap distribution** to other festivals and events across India.

5. **Focus on High-Demand Products:**
   Prioritize Sting and small PET packs in terms of production and supply during festivals to maximize sales.
6. **Explore Partnerships with Local Vendors:**
   Collaborating with small vendors along Rath Yatra routes could improve last-mile visibility and distribution.

6.5 Closing Note

This internship provided hands-on learning about how multinational FMCG firms operate at the ground level in India. The experience not only deepened my understanding of **consumer behavior and retail dynamics** but also sharpened my skills in **market research, branding execution, and data-driven analysis**. The strategies and insights from this project can serve as useful inputs for PepsiCo/VBL in planning future event-based marketing campaigns.

Chapter 7

7.1 References

The references cited below were consulted while preparing the internship report. They include company documents, academic texts, industry reports, and media sources.

1. Varun Beverages Ltd. (2022, 2023). Annual Reports.
2. PepsiCo India. Official Website: https://www.pepsicoindia.co.in
3. Coca-Cola India. Official Website: https://www.coca-colaindia.com
4. Reliance Retail (2023). Press Release on Campa Cola Relaunch.
5. Nielsen (2022). India Beverage Industry Market Insights.
6. Kotler, P. & Keller, K. L. (2015). Marketing Management (15th Edition). Pearson Education.
7. Ramaswamy, V.S. & Namakumari, S. (2018). Marketing Management – Indian Context. McGraw Hill.
8. The Hindu, Business Standard, Times of India – Rath Yatra 2023 event coverage.
9. Primary Data collected from field surveys, outlet visits, retailer feedback, and consumer observations during internship (June–July 2024).

7.2 Bibliography

Books, journals, and research papers referred to for theoretical understanding:

- Schiffman, L. G. & Kanuk, L. L. – Consumer Behavior.
- Saxena, R. – Marketing Management.
- Gupta, S.L. & Mittal, R.K. – Advertising and Sales Promotion.

- Articles from International Journal of Research in Marketing.
- FMCG and Retail Industry reports published by Nielsen & KPMG.

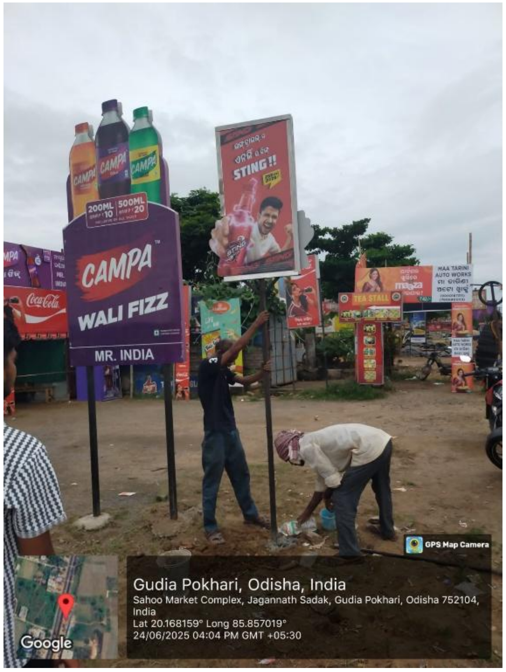
Annexure

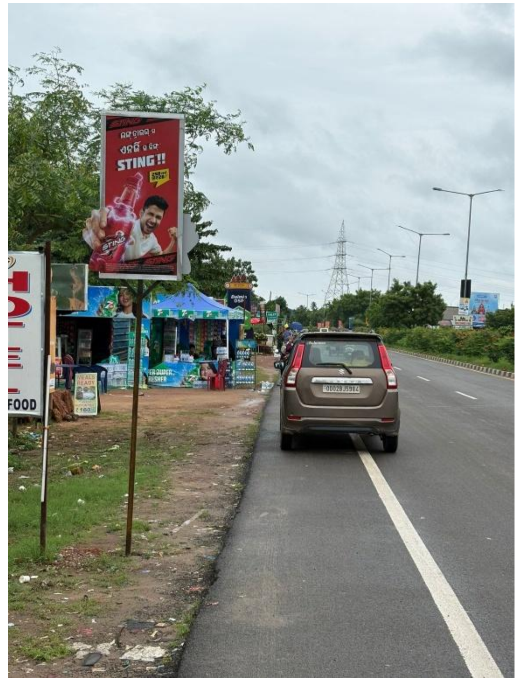
Annexure – I: Photographic Evidence of Work Done

1. **Outlet Surveys**

2. **Branding & Merchandising**

3. **Highway Reflectors**

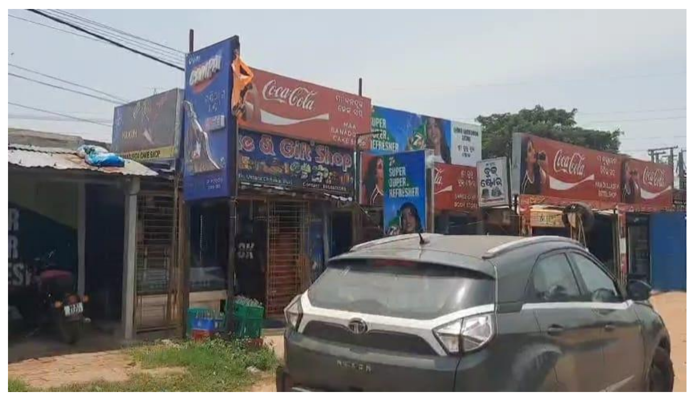




4. **Cap Distribution (Bahuda Yatra)**

5. **Stall Branding**

6. **Competitor Branding**



Annexure – II: Data Collection Tools

- **Retailer Survey Sheets:** Filled responses on stock levels, consumer demand, and merchandising.
- **Google Maps Screenshots:** Outlets mapped during Rath Yatra coverage.
- **Excel Sheets:** Tabulated data of retailer and consumer analysis.

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3-Puri Town	122	44	19	185	3,702	1,042	771	5,515	518280	1980	13300	2107795
4-								62,567				17293055

Annexure – III: Weekly Progress Reports

- **Week 1–6 Progress Reports** submitted during internship.
- Contains details of daily outlet visits, branding activities, competitor tracking, and customer analysis.
- Serves as structured proof of work performed and supervised evaluation.