

Fact Sheet on Earthquake in Jammu & Kashmir

An earthquake of magnitude 7.6 hit Pakistan and North India on Saturday, Oct 8th. According to media reports, more than 1000 have lost their lives in the Indian state of J&K and there has been extensive damage to property in all affected areas. The tremors were felt in as far as Delhi also. The earthquake that shook Jammu and Kashmir on Saturday was the severest in the state in over 120 years.

Coca-Cola operations in Jammu & Kashmir:

- We have a CBO (Company Owned Bottling) at Jammu.
- All our associates and their families are safe.
- Plant building has suffered minor damage though it will not impact normal operations.

Coca-Cola's relief efforts:

- Our associates immediately contacted the local authorities and offered support
- A team of more than 25 volunteers is assisting relief operations
- The Company has so far provided appx 3000 cases of drinking water and over 800 blankets.
- The Area General Manager is personally supervising the relief efforts in Uri, one of the worst affected areas.
- The Division office has also committed a sum of Rs 1 mn (USD 23000 appx.). This will be equally split between the contribution to the State Chief Minister's Relief Fund and distribution of medicines and blankets through local NGOs.
- The Minister of Consumer Affairs, today, dispatched second consignment of relief material from our plant itself. He addressed the media accompanying him and appreciated the Company's support in leading the relief activities in the state.
- We will continue to assess local needs and accordingly plan further assistance

Q&A:

Is your Company providing any support to relief activities in the earthquake affected areas?

Our local management has been in contact with the authorities since the first day itself and more than 25 volunteers are assisting the relief operations. We have also provided more than 3,000 cases of drinking water and 800 woolen blankets for the benefit of the affected people. In addition to this, we are also contributing to the Chief Minister's Relief Fund. Furthermore, we are continuously assessing the local needs and will contribute to meet new requirements.

Is your plant affected by the earthquake? Is it operational?

The plant operations are normal. However, there is a minor damage to the building.

Are your employees safe?

All our employees and their families are safe.

Is your Company extending any support to the local communities in Pakistan also?

Yes. The Coca-Cola Company and The Coca-Cola Foundation have pledged US \$2 million in aid – US \$1 million to Pakistan's earthquake relief efforts and US \$1 million to the International Federation of Red Cross and Red Crescent Societies. In addition to this, the local management is providing support to the authorities in the earthquake affected areas.

Your Company provided US\$ 10 million for Tsunami. Why is the support for earthquake relief lesser?

The Company is continuously assessing the needs of the communities in areas affected by such natural disasters and engages with voluntary organizations and local governments to finalize the extent of support for providing disaster relief. We will continue to engage with NGOs and local Governments to determine future requirements.