



The Jubilant Bhartia Group Announces Strategic Investment in Hindustan Coca-Cola Holdings

Noida, December 11, 2024: The Jubilant Bhartia Group announced today that they have entered into a definitive agreement for a strategic investment whereby the Jubilant Bhartia Group will be acquiring a 40% equity interest in Hindustan Coca-Cola Holdings Private Limited, India (HCCH) through its entity Jubilant Beverages Limited. HCCH is the parent company of Hindustan Coca-Cola Beverages Pvt Ltd (HCCB), the largest Coca-Cola bottler in India."

Mr. Shyam S. Bhartia, Founder and Chairman and Mr. Hari S. Bhartia, Founder and Co-Chairman of the Jubilant Bhartia Group, said, *"We are excited to partner with TCCC, that has a portfolio of the most well recognised, iconic beverage brands across the world. India is one of the largest and fastest-growing, beverage markets globally and a key focus within the TCCC ecosystem. Jubilant Bhartia Group operates India's largest foodservices company that has a proven track record of operational excellence and successful partnerships with global brands. Our deep understanding of the Indian market, combined with TCCC's global perspective, will further enhance HCCB's value and accelerate its impressive growth trajectory. This investment underscores our belief in the significant long-term growth potential of India's F&B sector and aligns with our strategic intent to expand and diversify into high-growth industries."*

This strategic investment will contribute to HCCB's ongoing success and help strengthen its position in the Indian market.

"The Jubilant Bhartia Group will bring invaluable experience and insights to our business as we continue to grow our presence in India," said **Henrique Braun, President of International Development for The Coca-Cola Company.** *"Jubilant Bhartia Group brings a track record of building and growing consumer and other businesses in India with international partners. They are also committed to investing in the communities they serve."*

Sanket Ray, President of the Coca-Cola India & Southwest Asia operating unit, said, *"We welcome the Jubilant Bhartia Group to the Coca-Cola system in India. With its diverse experience in various sectors, Jubilant brings decades of rich experience that will help accelerate the Coca-Cola system, enabling us to win in the market and provide greater value to local communities and consumers."*

The transaction is subject to regulatory approval. The Jubilant Bhartia Group was supported by various organizations, viz. Morgan Stanley as the exclusive financial advisor, M/s Shardul Amarchand Mangaldas & Co as the legal counsel, etc. for this transaction.

About The Jubilant Bhartia Group

Jubilant Bhartia Group, is a multi-billion conglomerate with global presence in diverse sectors like Pharmaceuticals, Contract Research and Development Services, Proprietary Novel Drugs, Life Science Ingredients, Agri Products, Performance Polymers, Food Service (QSR), Food, Auto, Consulting in Aerospace and Oilfield Services.

With 43,000 global workforce, the Group has four listed companies on India Stock Exchanges- Jubilant Pharmova Limited, Jubilant Ingrevia Limited, Jubilant FoodWorks Limited and Jubilant Industries Limited. Jubilant Bhartia Group companies prioritize Environment, Social and Governance (ESG), use of renewable energy and digitization at the core of their operations, as they build a sustainable future.



Jubilant Bhartia Foundation, the CSR arm of the Group, is deeply committed to its Corporate Social Responsibilities which are focused towards Primary Education, Healthcare, Skills and Community Development and Social Entrepreneurship.

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is a total beverage company with products sold in more than 200 countries and territories. Our company’s purpose is to refresh the world and make a difference. We sell multiple billion-dollar brands across several beverage categories worldwide. Our portfolio of sparkling soft drink brands includes Coca-Cola, Sprite and Fanta. Our water, sports, coffee and tea brands include Dasani, smartwater, vitaminwater, Topo Chico, BODYARMOR, Powerade, Costa, Georgia, Gold Peak and Ayataka. Our juice, value-added dairy and plant-based beverage brands include Minute Maid, Simply, innocent, Del Valle, fairlife and AdeS. We’re constantly transforming our portfolio, from reducing sugar in our drinks to bringing innovative new products to market. We seek to positively impact people’s lives, communities and the planet through water replenishment, packaging recycling, sustainable sourcing practices and carbon emissions reductions across our value chain. Together with our bottling partners, we employ more than 700,000 people, helping bring economic opportunity to local communities worldwide. Learn more at www.coca-colacompany.com and follow us on [Instagram](#), [Facebook](#) and [LinkedIn](#).

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