

eDynamic delivers new Corporate Social Responsibility (CSR) website design & development project for Pepsi

New Delhi, May 08, 2008 – eDynamic, a Global IT & Interactive Marketing Services, Consulting Firm today announced the successful completion of Web design & development project for PepsiCo India (www.pepsiindia.co.in, NYSE:PBG). This first phase involved research, analysis, benchmarking & scope followed by detailed requirement analysis and conceptualization and build for the PepsiCo India website.

With the appointment of Ms. Indra Nooyi as CEO in 2007, CSR at Pepsi acquired whole new meaning. So ‘Performance with Purpose’ has come to the fore, and PepsiCo wants to re-position itself as a corporate model to conduct business worldwide. This includes initiatives such as partnerships with farmers, water replenishment, etc. Naturally, this vision had to be translated across ranks within Pepsi and to the world in general. The first, most critical step for this was the PepsiCo corporate website.

After several stringent RFPs and responses later, PepsiCo chose to on-board eDynamic for this prestigious opportunity. Amongst other factors, it was eDynamic’s domain expertise in Interactive Marketing coupled with its roster of international customers, excellent customer satisfaction metrics, service delivery approach that tilted the balance in its favor.

PepsiCo’s vision was to mirror its CSR position on its website and to create instant recall by reinforcing the CEO’s statement of intent within its existing corporate framework. eDynamic took up this challenge and delivered this new website with all functional and brand elements within 2 months. eDynamic’s concept, information architecture and Interactive Marketing strategy were key differentiators. “ The eDynamic team has been quick to respond to our needs, whether on the back end or the design front, and has always provided us with a plethora of creative ideas for our website”, remarks Namrata Asthana, Manager, Corporate Communication, PepsiCo.

“The eDynamic team has always delivered on time with catering to our short term needs while consistently thinking about the future online needs of PepsiCo India. Working with eDynamic has really been a pleasure and we look forward to continuing our partnership with them”, says Annie Kishen, Director, CSR & Corporate Communication, PepsiCo India.

Phase 2 of this project entailing enhancements, new portals for specific PepsiCo corporate needs is under review and scope right now. As Subir Singh, VP Sales, eDynamic mentions, “We are proud to be associated with Pepsi and we will strive to always excel in this engagement going forward. As the Interactive Marketing partners for Pepsi, we will do what it will take to transform PepsiCo’s online presence to solidify their worldwide CSR initiative.”

About eDynamic: Established in 1999, eDynamic is a Global Web Solutions Firm. We deliver end-to-end Web solutions & offer a wide range of services including Web and Enterprise Content Management, Portals, Web Design/User Experience, Online Marketing, custom application development, Business Intelligence, CRM and Managed Services. We blend strategy, technology and creativity to deliver integrated, fully customized business solutions, and partner with our clients for cornerstone strategies and critical Web initiatives.

About PepsiCo: PepsiCo (www.pepsiindia.co.in) is a world leader in convenience foods and beverages, with 2007 revenues of more than \$39 billion and more than 185,000 employees across the world. Its world renowned brands are available in nearly 200 countries and territories.