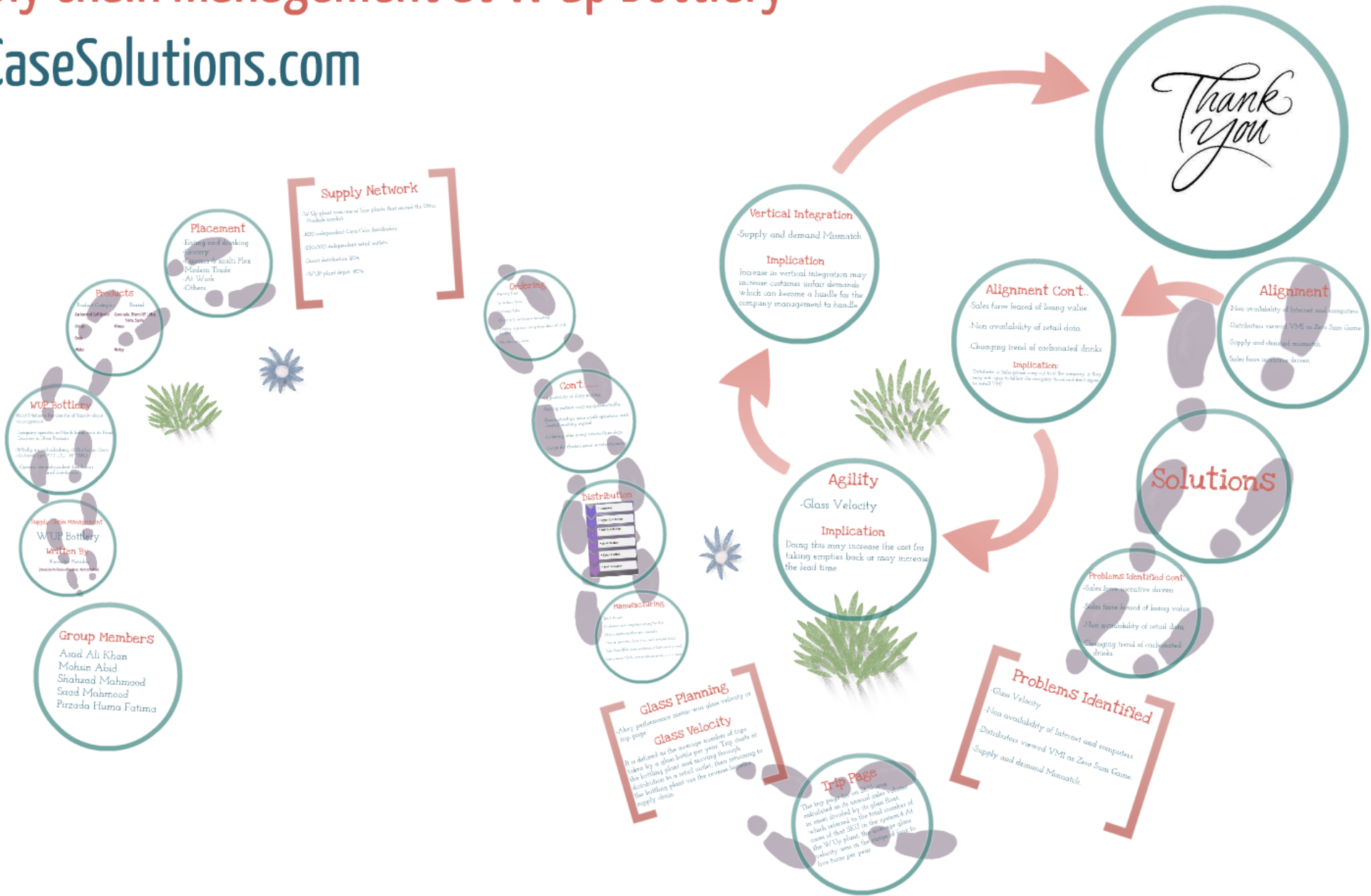


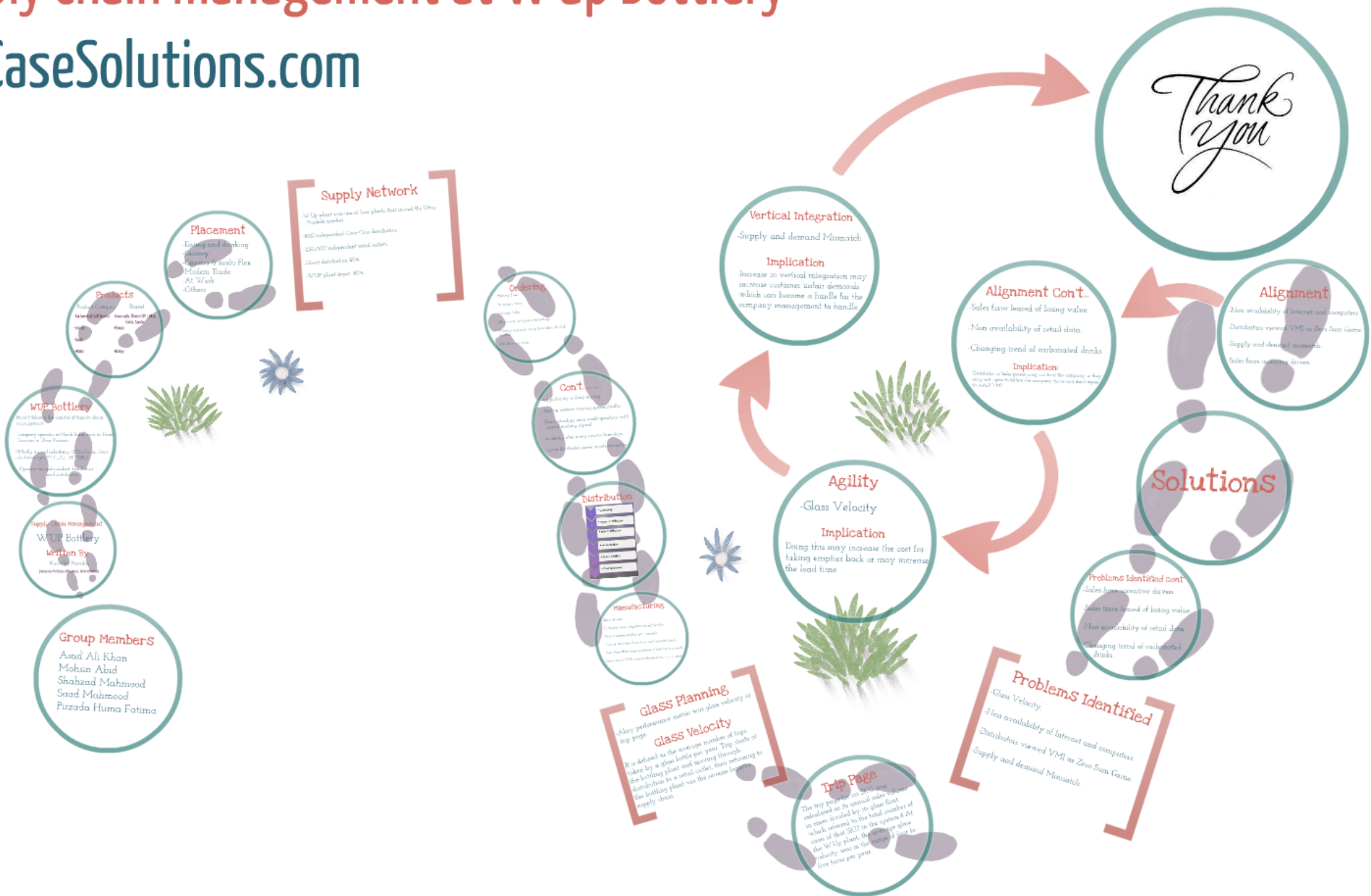
Supply chain management at W'up Bottlery

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Group Members

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Supply Chain Management

W'UP Bottlery

Written By

Kamalini Ramdas

(Associate Professor of Business Administration)

WUP Bottlery

- Rajat Mehra is the director of Supply chain management.
- Company operates in North India with its Head Quarters in Uttar Pradesh.
- Wholly owned subsidiary of Hindustan Coca-cola beverages PVT LTD (HCCBPL).
- Operate via independent distributors and distributors.

Products

Product Category

Brand

-Carbonated Soft Drinks

-Coco-cola, THums UP, LiMca,
Fanta, Sprite

-Juices

-Maaza

-Soda

-Water

-Kinley