

**COPY**

Mail

September 5, 2006

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Mr Atul Singh  
President & Chief Executive Officer  
Coca-Cola India Inc.  
Enkay Towers, Udyog Vihar V  
Gurgaon  
Haryana 122 016

Dear Mr Singh,

This is with reference to your letter dated August 16 suggesting a meeting to discuss issues concerning pesticides in your soft drinks. In my letter of August 18, I had agreed to the meeting but had suggested that the agenda be confined to regulations. Your office has since called to set up the meeting and I am sorry for this delayed response.

I am now writing to regret that it will not be possible for us to meet you.

We have internally discussed the matter and feel that our initial response of acceptance to the meeting was in good faith, believing that your company was interested in a dialogue on how the process of regulation and standard setting would move forward. But events since then make us understand that this is not the case. I say this because:

The report of the expert committee, constituted by the Union health ministry is based verbatim on the comments of the scientists that your company had flown down from London. Our response to this expert committee report will make it clear to you that the evidence used to discredit our report is based on what can be, at best called misinterpretation of scientific data and worst, a deliberate and well-orchestrated strategy to 'thrash' our analysis and work. Let us also be clear that the only evidence presented in Parliament to establish that our study was faulty was the test results of two bottles, the report of which has still not been made public.

**Therefore, in these circumstances, where it is clear to all that public policy is being compromised we cannot see the purpose of a meeting between Coca-Cola and us.**

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We say this also because we believe that this is being done to delay the process of standard setting. You will recall that when we had released our study to the media, we had released letters written by the health secretary suggesting collusion between the companies and government. This letter was dated March 29, 2006 which was the date of the crucial meeting at the Bureau of Indian Standards (BIS) to finalise the standard for carbonated beverages. The fact that this high level government letter, delivered at the start of the meeting was known to your company representatives shocked all. Nothing has changed since then.

The minister's statement in Parliament and his rather vague proposal to set a standard by the end of the year or next year, without specifying either a time schedule or the nature of the standard, will enable you to diffuse and delay the move to set the final product regulation for your company's product. In short we do not believe that your company is serious about ensuring that the final BIS standard is notified so that the process can move towards the validation of the test methodology.

It is, clear to us that in these circumstances we have little to discuss with your company. We therefore, offer you our regrets for not accepting your offer to meet.

With regards,

Yours cordially,

Sunita Narain