

BOOK REVIEW

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Title of the book: Indira Nooyi – A biography; **Writer:** Annapoorna; **Publication:** Rajpal and sons, Delhi; **Year:** 2011

Indira Nooyi- a biography by the author Annapoorna , a Delhi based lawyer, is a inspiring story of an Indian women who became the CEO of PepsiCo company in the USA. The author has divided the book into 3 phases of Indira’s life. Her school life, college life and professional life. The author describes how Indira has faced various challenges at different stages in her life journey and broke the glass ceiling.

Indira was born in the Krishnamurthy family, residing in Madras (Chennai) in the year 1955. Her Tamil family though ordinary, orthodox and traditional believed that education is the ladder for success and social recognition. She was the middle child of the 3 siblings. Every night, their mother made them to write a speech enacting to be the prime minister of India, Prime minister of India or the chief minister of state and later voted the best speech. This sowed the seeds of ambition in their young minds. After schooling, Indira took admission in Madras Christian College instead of any other girl’s college. Here she participated in singing, playing guitar or cricket. Thus she caught attention of her teachers and fellow students. This contributed to her overall growth. After graduation, instead of taking of easy profession like teaching or research Indira took admission for MBA (marketing) in IIM, Calcutta.

Indira first joined textile company and later Johnson and Johnson, while girls of her age were getting married. Somehow she did not see a bright for her ambition or talents in India. Now she took admission for a management course in the Yale school of management, USA. She did get financial support for her course study there, but had to work in night shift to earn extra money to meet her daily needs. After completion of her course she joined Boston Consulting Group. Now she had to face 3 challenges: being female, being brown and being migrant. Indira had to now work double hard and double fast to compete with her American male counter parts.

In the year 1994, at the age of 39, Indira joined PepsiCo, the second largest food and beverage company in the USA. Her hard work, focus, ambition and vision accelerated the company’s turnover, name and work area. She soon became the most powerful business woman of Indian origin in the USA.

What I liked: Indira faced a lot of challenges while moving up from being an ordinary girl from Madras to the position of CEO in PepsiCo, but she overcame all with a smile. She followed her traditions whenever and where ever possible. At the same time, she followed the family values and family obligations too. Her extraordinary journey will be an inspiration to anyone who dares to dream big, especially women.

INDRA NOOYI

A B I O G R A P H Y

The inspiring
story of the
Indian woman
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CEO of PepsiCo

ANNAPOORNA