

NOTICE OF MEETING 2014



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NOTICE OF MEETING

COCA-COLA AMATIL LIMITED
ABN 26 004 139 397

Notice is hereby given that the Annual General Meeting of Coca-Cola Amatil Limited will be held in the Auditorium, Australian Securities Exchange, Exchange Centre, 20 Bridge Street, Sydney, NSW on Tuesday, 13 May 2014 at 10.00am for the purpose of transacting the business set out in this notice.

MEETING OF SHAREHOLDERS

ORDINARY BUSINESS

1. Accounts

Discussion of the accounts for the year ended 31 December 2013 and the reports of the Directors and Auditor.

There is no vote on this item.

2. Remuneration Report

To adopt the Remuneration Report contained within the accounts for the year ended 31 December 2013.

Please note that the vote on this resolution is advisory only, and does not bind the Directors or the Company.

Voting exclusions for this item appear on page 3.

3. Election of Directors

Mr Wal King and Mr David Meiklejohn will retire in accordance with Article 6.3(b) of the Constitution and offer themselves for re-election.

Mr Krishnakumar Thirumalai will retire in accordance with Article 6.3(j) of the Constitution and offer himself for re-election.

An explanatory note to this item appears on page 3.

SPECIAL BUSINESS

4. Participation by Executive Director in the 2014-2016 Long Term Incentive Share Rights Plan

To consider and, if thought fit, to pass the following resolution as an ordinary resolution:

“For the purposes of listing rule 10.14 and for all other purposes, that the Directors be permitted to invite Ms A M Watkins to participate in the Coca-Cola Amatil Limited 2014-2016 Long Term Incentive Share Rights Plan by offering her rights to acquire up to 209,798 fully paid ordinary shares in the Company in the manner set out in the Explanatory Notes to this Notice of Meeting.”

An explanatory note to the above resolution appears on pages 4-6.

Dated 11 April 2014

By order of the Board
George Forster
General Counsel and Company Secretary
Level 14, 40 Mount Street
North Sydney NSW 2060

NOTES

- a) Pursuant to Regulation 7.11.37 of the Corporations Regulations 2001, the Directors have determined that for the purpose of the meeting all shares in the Company shall be taken to be held by the persons who were registered as shareholders at 10.00 am on 11 May 2014.
- b) A member entitled to attend and vote is entitled to vote directly (see note below) or appoint a proxy;
- a proxy need not be a member;
 - a member entitled to cast 2 or more votes may appoint 2 proxies;
 - where more than one proxy is appointed, each proxy may be appointed to represent a specified proportion of the member's voting rights. If a member appoints 2 proxies and the appointment does not specify the proportion or number of the member's votes each proxy may exercise, each proxy may exercise half the votes.
- c) You may lodge your direct vote or proxy appointment online at www.linkmarketservices.com.au or it may be returned in the enclosed reply-paid envelope to the Company's Share Registrar, Link Market Services Limited, Locked Bag A14, Sydney South NSW 1235 or by fax on (02) 9287 0309.
- d) To be effective, your direct vote or proxy appointment must be received by the Company by 10.00 am on 11 May 2014.
- e) The Chairman of the meeting intends to vote undirected proxies in favour of the resolutions set out in this Notice to the extent permitted by law.
- f) If you appoint the Chairman of the meeting as your proxy expressly or by default by using Section B of the Shareholder Voting Form or by lodging your proxy appointment online and you do not direct the Chairman how to vote on a resolution, you authorise the Chairman to exercise the proxy and vote as the Chairman sees fit, even if the resolution is connected directly or indirectly with the remuneration of:
- a member of the key management personnel of the Company details of whose remuneration are included in the Remuneration Report; or
 - any other member of the key management personnel.
- g) The CCA 2013 Annual Report, which includes the Accounts for the year ended 31 December 2013, the Reports of the Directors and Auditor and the Remuneration Report, is available at CCA's website: www.ccamatil.com. Printed copies of the 2013 Annual Report have been mailed only to those shareholders who have elected to receive a printed copy.

DIRECT VOTING

Shareholders are able to vote on resolutions directly by marking Section A of the Shareholder Voting Form.

If you mark Section A you are voting your shares directly and do not appoint a third party, such as a proxy, to act on your behalf. Shareholders who wish to vote their shares directly should mark either the "for" or "against" boxes next to each item on the Voting Form. Do not mark the "abstain" box.

If no direction is given on all of the items, or if you complete both Section A and Section B, your vote may be passed to the Chairman of the meeting as your proxy. If you mark the "abstain" box for an item, no vote will be recorded for that item.

EXPLANATORY NOTES

COCA-COLA AMATIL LIMITED
ABN 26 004 139 397

ORDINARY BUSINESS

RESOLUTION 1 – REMUNERATION REPORT

The Remuneration Report is contained in the Directors' Report set out on pages 27-57 of the 2013 Annual Report which is available on the Company's website: www.ccamatil.com.

The Report outlines CCA's remuneration philosophy and practices, together with details of the specific remuneration arrangements that apply to key management personnel of the Company and the Group in accordance with the requirements of the Corporations Act 2001.

The vote on the adoption of the Remuneration Report is advisory only and does not bind the Directors or the Company.

Voting Exclusions

A vote on Resolution 1 (Remuneration Report) must not be cast (in any capacity) by or on behalf of a member of the key management personnel for the Company, details of whose remuneration are included in the Remuneration Report (KMPs), or by any of their closely related parties (such as certain of their family members, dependants and companies they control).

However, this does not prevent KMPs or any of their closely related parties from voting as a proxy for a person who is not a KMP or a closely related party either where the vote is cast in accordance with a direction in the proxy form as to how the proxy is to vote on Resolution 1 (Remuneration Report) or where the vote is cast by the Chairman of the meeting in accordance with such a direction in the proxy form or pursuant to an authorisation in the proxy form to vote an undirected proxy - see Note (f) above.

Except for the Chairman of the meeting, when authorised to vote an undirected proxy (see Note (f) above), members of the key management personnel for the Company, details of whose remuneration are not included in the Remuneration Report, and their closely related parties must not vote as proxy on this resolution unless the proxy appointment specifies the way the proxy is to vote on this resolution.

DIRECTORS' RECOMMENDATION

The Directors unanimously recommend that shareholders vote in favour of the adoption of the Remuneration Report.

RESOLUTION 2 – ELECTION OF DIRECTORS

The Board is comprised of 8 Non-Executive Directors and 1 Executive Director. The Board regularly reviews its composition to ensure there is an appropriate range of skills and an appropriate mix of business talents, outlooks, backgrounds and diversity. All Directors have extensive business experience both in their chosen fields of endeavour and in business generally. Seven Directors live in Australia (5 in Sydney and 2 in Melbourne). Two Directors live overseas.

The Board considers that 6 of the 9 Directors (including the Chairman) are independent Directors. Of the other 3, 2 are nominees of the major shareholder and one is the Group Managing Director.

Under the provisions in the Company's Constitution for the rotation of Directors, Mr Wal King, Mr David Meiklejohn and Mr Krishnakumar Thirumalai will retire at this Annual General Meeting and will offer themselves for re-election.

Background information on each Director seeking re-election is provided below and a full Curriculum Vitae for each Director is set out in Appendix 2 to this Notice.

Wallace (Wal) Macarthur King, AO

Mr King joined the Board in February 2002 and is a member of Compliance & Social Responsibility Committee, Related Party Committee and Nominations Committee.

The Board has determined that Mr King, a Non-Executive Director, is an independent Director.

David Edward Meiklejohn, AM

Mr Meiklejohn joined the Board in February 2005 and is Chairman of the Audit & Risk Committee and a member of the Compliance & Social Responsibility Committee, Related Party Committee and Nominations Committee.

The Board has determined that Mr Meiklejohn, a Non-Executive Director, is an independent Director.

Krishnakumar Thirumalai

Mr Thirumalai joined the Board in March 2014.

The Board has determined that Mr Thirumalai, who is a Non-Executive Director, is not an independent Director as he is a nominee of a substantial shareholder, The Coca-Cola Company.

DIRECTORS' RECOMMENDATION

The Directors other than those offering themselves for re-election unanimously support the re-election of each of the Directors and recommend that shareholders vote in favour of the resolutions.

EXPLANATORY NOTES (CONTINUED)

COCA-COLA AMATIL LIMITED
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SPECIAL BUSINESS

RESOLUTION 3 – PARTICIPATION BY EXECUTIVE DIRECTOR IN THE 2014-2016 LONG TERM INCENTIVE SHARE RIGHTS PLAN

Pursuant to ASX Listing Rule 10.14, approval is being sought to allow Ms Watkins to participate, as an Executive Director of the Company, in the 2014-2016 Long Term Incentive Share Rights Plan (“LTISRP”).

The LTISRP is a performance-based share plan that was established in 2002, replacing both a cash long term incentive plan and subsequently a non hurdle based option plan. Details of the LTISRP, including the performance of completed LTISRPs, are disclosed in the Remuneration Report within the Company’s 2013 Annual Report.

Ms Watkins’ target allocation of shares under the 2014-2016 LTISRP (as set out in the table below) valued at \$1.25 million is in accordance with the detail provided in CCA’s announcement of Ms Watkins’ appointment on 2 December 2013. The proposed issue to Ms Watkins of 209,798 share rights under the LTISRP is for no consideration and, if fully vested, would entitle Ms Watkins to receive 209,798 fully paid ordinary shares in the Company at no cost to her (or, at the Board’s discretion, a cash equivalent payment).

If approved, the 209,798 share rights under the 2014-2016 LTISRP will be issued to Ms Watkins on 13 May 2014 and, in any case, no later than 12 months after CCA’s 2014 Annual General Meeting.

There are two performance hurdles in the 2014-2016 LTISRP as there were in the 2013-2015 LTISRP, being a relative Total Shareholder Return (“TSR”) hurdle and average annual growth in Earnings Per Share (“EPS”) hurdle.

The 2014-2016 LTISRP award will be made on a similar basis to the 2013-2015 LTISRP, with there being changes compared to the 2013-2015 LTISRP relating to the Component B EPS hurdle.

For the 2014-2016 LTISRP, the EPS vesting scale changes with the minimum EPS hurdle moving from 6.0% average annual growth per annum in the 2013-2015 LTISRP to 5.0% for the 2014-2016 LTISRP. This change reflects a more realistic stretch target for the 2014-2016 period, given the current economic conditions and the reduction to 5.0% aligns with relevant external analysts’ forecasts. As a consequence of the minimum EPS hurdle reducing to 5%, the maximum moves from 16% for the 2013-2015 LTISRP to 10% for the 2014-2016 LTISRP (being two times the minimum) and the vesting scale is now on a straight line basis between the minimum and maximum.

The two components in the 2014-2016 LTISRP are subject to separate performance measures as follows:

Component	Shares Threshold (Target Allocation)	Maximum
A Peer Group 1	26,483	51,933
Peer Group 2	26,483	51,933
B	52,966	105,932
Total	105,932	209,798

Component A

Component A of Ms Watkins’ participation in the LTISRP is subject to measurement of the Company’s TSR from 1 January 2014 to 31 December 2016. The TSR performance hurdle will be measured against two peer groups (which are identified in Appendix 1 to these Explanatory Notes). Half of the TSR performance award will be measured against Peer Group 1 and half of the award will be measured against Peer Group 2.

If the Company’s TSR ranking for the 3 year period against Peer Group 1 meets or exceeds the 51st percentile, Ms Watkins will be awarded 26,483 shares. As TSR performance exceeds the 51st percentile, the number of shares to be awarded will be scaled up to a maximum of 51,933 shares (or 196.1% of the threshold award) which will be awarded if the Company’s TSR performance meets or exceeds the 75th percentile. The same tests will apply against Peer Group 2.

In summary:

TSR Percentile	Peer Group 1			Peer Group 2		
	Percentage of Threshold Awarded	Number of Shares Awarded	Percentage of Maximum Awarded	Percentage of Threshold Awarded	Number of Shares Awarded	Percentage of Maximum Awarded
51st percentile	100.0%	26,483	51.0%	100.0%	26,483	51.0%
55th percentile	127.5%	33,766	65.0%	127.5%	33,766	65.0%
60th percentile	156.9%	41,552	80.0%	156.9%	41,552	80.0%
65th percentile	176.5%	46,742	90.0%	176.5%	46,742	90.0%
70th percentile	186.3%	49,338	95.0%	186.3%	49,338	95.0%
75th percentile & above	196.1%	51,933	100.0%	196.1%	51,933	100.0%

(If the TSR percentile achieved is between two of the percentiles detailed above, then the equivalent pro-rata is applied to the applicable award of shares, on a straight line basis.)

Due to the regular nature of the LTISRP awards, re-testing has not applied since the 2011-2013 LTISRP and accordingly will not apply for the 2014-2016 LTISRP. There has been no change to the vesting scale at the various TSR percentiles between the 51st and 75th percentile compared to the 2013-2015 LTISRP.

Component B

Component B of Ms Watkins' participation in the LTISRP is subject to measurement of the Company's average annual growth in EPS from 1 January 2014 to 31 December 2016.

If average growth in EPS is less than 5.0% per annum, no shares will be awarded to Ms Watkins. If average growth in EPS is 5.0% per annum, Ms Watkins will be awarded 52,966 shares. To the extent that average growth in EPS exceeds 5.0% per annum (up to 10% per annum), then the shares awarded to Ms Watkins will be scaled up to a maximum of 105,932 (or 200% of the threshold award). No re-testing applies to this component.

Annual Average Growth in EPS	Percentage of Threshold Awarded	Number of Shares Awarded	Percentage of Maximum Awarded
5.0% growth	100.00%	52,966	50.0%
6.0% growth	120.00%	63,559	60.0%
7.0% growth	140.00%	74,152	70.0%
8.0% growth	160.00%	84,746	80.0%
9.0% growth	180.00%	95,339	90.0%
10.0% growth & above	200.00%	105,932	100.0%

(If the Annual Average Growth in EPS achieved is between two of the percentages detailed above, then the equivalent pro-rata is applied to the applicable award of shares, on a straight line basis.)

In the event of a change of control of the Company prior to the end of a performance period, the Board has retained its discretion to remove the performance condition. If the Board exercises its discretion, any award will be made at the higher of:

- the number of threshold shares offered, or
- the number that would have been allocated under the actual performance condition, based on the most recent quarterly testing of the TSR and annual testing of the EPS hurdle respectively.

SUMMARY

The approximate value of the 105,932 threshold number of shares (using CCA's pre-determined valuation approach for this plan, being the volume weighted average closing price for the 30 days prior to and including 31 December 2013 of \$11.80) = \$1.25 million and can be compared to a recent 30 day volume weighted average closing price to 14 March 2014 of \$11.38. This target LTISRP component represents approximately 25% of Ms Watkins' on-target remuneration package.

If Ms Watkins' employment is terminated for cause or because she resigns, she forfeits any entitlement to unvested share rights under the LTISRP. If Ms Watkins' employment ends for any other reason, then the Board has discretion to forfeit a pro-rata amount of any unvested share rights and the balance may vest subject to the achievement of the performance hurdles.

All shares to which Ms Watkins may become entitled as a result of her participation in the 2014-2016 LTISRP will be allocated in respect of the 2014-2016 performance period by no later than 28 February 2017.

The shares will be acquired by the Trustee of the LTISRP on behalf of Ms Watkins, at no cost to her, by the purchase of shares at the prevailing market price or by an issue of new shares by CCA.

Since joining CCA on 3 March 2014, no shares have been issued or acquired on market by CCA for Ms Watkins.

Since CCA's May 2012 AGM, 118,097 shares have been acquired on market in February 2013 to satisfy CCA's obligations to Mr Terry Davis, CCA's former Executive Director, under the 2010-2012 LTISRP. The acquisition price for these shares was \$14.33. Under the terms of the LTISRP, Mr Davis was not required to pay any monies.

No participant in this LTISRP or any LTISRP is entitled to any dividends on share rights. It is only if the LTISRP vests and shares are acquired that there is an entitlement to receive dividends on the shares. Consequently, Ms Watkins will not receive dividends on the 2014-2016 LTISRP unless the plan vests at the end of 2016.

The proposal by the Board to offer share rights under the LTISRP to Ms Watkins has been approved by the CCA Compensation Committee following a detailed review using an external remuneration consultant. The cost to the Company in relation to the share rights issued to Ms Watkins will be expensed in the financial statements over the vesting period in accordance with the relevant accounting standards.

Details of any shares awarded to Ms Watkins under the LTISRP will be published in each Annual Report of the Company relating to the performance period in which the shares have been awarded.

There are no Executive Directors on the Board other than Ms Watkins, and no other Directors on the Board qualify for participation in the LTISRP. Should that change, no Director will be entitled to participate in the LTISRP unless their participation is approved by shareholders.

EXPLANATORY NOTES (CONTINUED)

COCA-COLA AMATIL LIMITED
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VOTING EXCLUSIONS

The Company will disregard any votes cast on this resolution by:

- Ms Watkins; and
- any associate of Ms Watkins.

However, the Company need not disregard such a vote if:

- it is cast by a person as proxy for a person who is entitled to vote, in accordance with the directions on the proxy form; or
- it is cast by the person chairing the meeting as proxy for a person who is entitled to vote, in accordance with a direction on the proxy form to vote as the proxy decides.

Except for the Chairman of the meeting, when authorised to vote an undirected proxy (see Note (f) above), members of the key management personnel for the Company and their closely related parties (such as certain of their family members, dependants and companies they control) must not vote as proxy on this resolution unless the proxy appointment specifies the way the proxy is to vote on this resolution.

DIRECTORS' RECOMMENDATION

The Directors, other than Ms Watkins, recommend that shareholders vote in favour of this resolution. Ms Watkins makes no recommendation in light of her personal interest in this resolution.

APPENDIX 1

COCA-COLA AMATIL LIMITED
ABN 26 004 139 397

2014-2016 LTISRP

Company Name	Peer 1	Peer 2	Company Name	Peer 1	Peer 2
Adelaide Brighton Limited	Yes		James Hardie Industries PLC	Yes	
AGL Energy Limited	Yes		Leighton Holdings Limited	Yes	
ALS Limited	Yes		Metcash Limited		Yes
Amcor Limited	Yes		Mineral Resources Limited	Yes	
Ansell Limited	Yes		Monadelphous Group Limited	Yes	
APA Group	Yes		Myer Holdings Limited	Yes	
Aristocrat Leisure Limited	Yes		Navitas Limited	Yes	
Arrium Limited	Yes		Orica Limited	Yes	
Asciano Limited	Yes		Orora Limited	Yes	
Aurizon Holdings Limited	Yes		Patties Foods Limited		Yes
Australian Agricultural Company Limited		Yes	Primary Health Care Limited	Yes	
Australian Natural Proteins Limited		Yes	Qantas Airways Limited	Yes	
Australian Vintage Limited		Yes	Ramsay Health Care Limited	Yes	
Bega Cheese Limited		Yes	Recall Holdings Limited	Yes	
Bluescope Steel Limited	Yes		Resmed Inc	Yes	
Boral Limited	Yes		Ridley Corporation Limited		Yes
Brambles Limited	Yes		Seek Limited	Yes	
Brand New Vintage Limited		Yes	Select Harvests Limited		Yes
Buderim Ginger Limited		Yes	Sims Metal Management Limited	Yes	
Caltex Australia Limited	Yes		Soil Sub Technologies Limited		Yes
Capilano Honey Limited		Yes	Sonic Healthcare Limited	Yes	
Carsales.com Limited	Yes		SP AusNet	Yes	
Clean Seas Tuna Limited		Yes	Spark Infrastructure Group	Yes	
Coca-Cola Amatil Limited	Yes	Yes	Sterling Plantations Limited		Yes
Cochlear Limited	Yes		Sydney Airport	Yes	
Computershare Limited	Yes		Tabcorp Holdings Limited	Yes	
Crown Resorts Limited	Yes		Tandou Limited		Yes
CSL Limited	Yes		Tassal Group Limited		Yes
David Jones Limited	Yes		Tatts Group Limited	Yes	
Downer EDI Limited	Yes		Telstra Corporation Limited	Yes	
Duet Group	Yes		Toll Holdings Limited	Yes	
Echo Entertainment Group Limited	Yes		Transurban Group	Yes	
Elders Limited		Yes	Treasury Wine Estates Limited		Yes
Farm Pride Foods Limited		Yes	Twenty-First Century Fox , Inc	Yes	
FFI Holdings Limited		Yes	UGL Limited	Yes	
Flight Centre Travel Group Limited	Yes		Warrnambool Cheese & Butter Factory		Yes
Frankland River Olive Company Limited		Yes	Co. Holdings Limited		
Freedom Foods Group Limited		Yes	Webster Limited		Yes
Gage Roads Brewing Co Limited		Yes	Wesfarmers Limited		Yes
Goodman Fielder Limited		Yes	Woolworths Limited		Yes
Graincorp Limited		Yes	WorleyParsons Limited	Yes	
Harvey Norman Holdings Limited	Yes		Yowie Group Limited		Yes
Incitec Pivot Limited	Yes				

APPENDIX 2

COCA-COLA AMATIL LIMITED
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RE-ELECTION OF DIRECTORS

The following Directors are standing for re-election at the meeting.

WALLACE (WAL) MACARTHUR KING, AO

Wal King was born and educated in New South Wales and graduated from the University of New South Wales in 1966 with a Bachelor of Engineering Degree and a Master of Engineering Science Degree in 1968.

He has worked in the construction industry for over 40 years and was Chief Executive Officer of Leighton Holdings Limited, a company with substantial operations in Australia, Asia and the Middle East, from 1987 until his retirement on 31 December 2010.

Mr King is Deputy Chairman of Ausdrill Limited and the University of New South Wales Foundation Limited, a Director of the Kimberley Foundation Australia Limited and the Garvan Research Foundation Limited, and is a Senior Adviser to CITIC Pacific Limited.

Mr King is an Honorary Fellow of the Institution of Engineers Australia, a Foundation Fellow of the Australian Institute of Company Directors and a Fellow of the Australian Institute of Management, the Australian Institute of Building and the Australian Academy of Technological Sciences and Engineering. He joined the Board of Coca-Cola Amatil Limited in February 2002.

Wal King was the 2001 winner of the ICAA/Zurich Business Leader of the Year Award. He was also awarded the 2001 Peter Nicol Russell Memorial Medal, The Institution of Engineers Australia's highest award, and was presented Life Membership by the Tourism and Transport Forum for his contribution to the development of Australian transport infrastructure.

In October 2002, Wal King was conferred an Honorary Doctorate of Science by the University of New South Wales for his distinguished eminence in the field of construction engineering.

DAVID EDWARD MEIKLEJOHN, AM

David Meiklejohn was born and educated in Queensland and graduated from The University of Queensland with a Commerce Degree and a Diploma in Education. He joined the pulp and paper manufacturer, APM Limited, in Queensland in 1966 and transferred to the head office in Melbourne in 1967. He remained with APM (subsequently Amcor Limited) until his retirement from Amcor in June 2000.

During his career, Mr Meiklejohn progressively occupied all of the senior accounting positions in the head office, moving from Chief Accountant of APM to Finance Manager and then Chief Financial Officer in 1981. In the period prior to 1981, he also managed the company's Fairfield Mill in Melbourne from 1979 to 1981 and attended the Stanford Executive Program in 1976.

Mr Meiklejohn was appointed an Executive Director of Amcor Limited in 1985 and worked closely with the Board and the CEO as the company was transformed from a domestic pulp and paper manufacturer to a global packaging giant. He was directly involved in many major acquisitions, both in Australia and overseas, and was responsible for all of the accounting, taxation and funding issues throughout the Group.

Prior to his retirement from Amcor in 2000, Mr Meiklejohn was also Chairman of Kimberly Clark Australia Limited and a director of Mayne Nickless Limited and Colonial Limited.

Since retirement, he has served on the boards of a number of companies and was at different times Chairman of PaperlinX and SPC Ardmona, Deputy Chairman of GasNet Australia and a director of the ANZ Banking Group, WMC Resources Limited and Treasury Corporation of Victoria.

Today, besides being a director of this Company, Mr Meiklejohn is a director of Mirrabooka Investments Limited and chairs the Board of the Manningham Aged Care Centre, a not for profit organisation that provides residential and support services for older residents of the City of Manningham.

He served on the Committee of the Melbourne Cricket Club from 1987 until February 2011. During this time he was Treasurer (for 9 years), Vice President (for 6 years) and President (for 4 years). He was also a member of the Finance Committee for the Murdoch Institute for some years.

Mr Meiklejohn joined the Board of this Company after the acquisition of SPC Ardmona Limited in 2005 and looks forward to continuing as a director for the period ahead.

KRISHNAKUMAR THIRUMALAI

Krishnakumar Thirumalai (known as "KK" and "T. Krishnakumar" by peers) is the Region Director of The Coca-Cola Company owned Bottlers in India and Bangladesh and is based in India.

He was born in Chennai in Tamilnadu, India, and graduated from Madras University with a BE (Honors) engineering degree in Electronics and Communication in 1981. He completed his Masters of Business Administration at the Indian Institute of Management (IIM) Bangalore in 1983, specialising in Marketing and Financial Management. KK completed an Advanced Management Program at Wharton Business School in 1996.

KK's career spans 30 years across several industries. Prior to joining the Coca-Cola system, KK had 21 years' experience in confectionery, biscuits, detergents, cosmetics, paints industries, handling strategy, sales, marketing and general management functions.

In 2004 KK joined the Coca-Cola System in Henkel India, as Region Manager for The Coca-Cola Company for East India. He was appointed the Region Vice President for the Central Region in 2005. In 2007 he was appointed the Chief Operating Officer of HCCB and Chief Executive Officer in 2009.

KK's key focal areas are systems, processes, outcomes and sustainability. Currently a director on the boards of the Bottling Investments Group companies in India and Bangladesh, KK lists the major system accelerators in the following order: corporate governance, innovation, market execution and organisation culture.

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