

**Abstract:** *The case aims to give an insight into corporate crisis management with specific reference to the various strategies adopted by multinationals like Pepsi and Coca cola following India-wide wide pesticide contamination controversy and draw managerial lessons out of it. The case helps to learn the difference and relationship between crisis and issues and the need for an issues management strategy to preempt crisis situations. It demonstrates how integrity, trust and accountability to the customer cannot be overlooked or put aside in any circumstance. By clearly bringing out the constant danger of activist groups having a substantial influence on public opinion, it enables readers to acknowledge that it is critical to anticipate pressure from them in all circumstances. The case reinforces the view that it is essential for today's managers to understand the sensitivity of maintaining good relations with a powerful stakeholder (in this case, the government) while trying to handle a crisis pertaining to another important stakeholder (the customers)*

**Key words:** *Crisis management, pesticide in cola, Crisis PR, crisis communication,*

**Subject Area:** *Business communication, marketing communication, public relations*