# LIST OF FIGURES

1.1 Percentage Consumption of Bottled Water.......................................................... 17
1.2 Bottled Water Consumption by Region............................................................... 19
1.3 Ten Major Consumers of Bottled Water 2003-2004............................................. 21
1.4 Distribution of Bottled Water Firms in Kerala................................................... 37
3.1 Growth in Bottled Water Demand in India......................................................... 88
3.2 Cost of producing 1 litre branded bottled drinking water.................................... 90
3.3 Global Bottled Water Growth 1997-2007............................................................ 97
3.4 The Global Companies’ Share of Bottled Water Market..................................... 99
3.5 Pesticide Contamination in Bottled Water.......................................................... 134
3.6 Comparison of pesticide contamination - Soft drinks and Bottled Water.............. 134
4.1 Growth of Bottled Water Industry in Kerala...................................................... 141
4.2 Monthly Production of Bottled Water................................................................. 146
4.3 Current Annual Production of Bottled Water Firms........................................... 148
4.4 Initial Investment on Buildings and Machinery by the Firms............................... 152
4.5 Total Fixed Cost of the Bottled Water Firms..................................................... 155
4.6 Comparative Analysis of Initial and Current..................................................... 158
4.7 Initial Employment in Bottled Water Units (2005)............................................. 161
4.8 Current Employment in Bottled water Units (2009).......................................... 161
4.9 Women Employment in Bottled Water Firms.................................................... 168
4.10 Change In Proportion of Women Employment in Bottled Water Firms in Kerala........ 170
4.11 Percentage Change in Profits of Bottled Water Units...................................... 176
4.12 Annual Production of Plastic in India............................................................... 182
4.13 Average per capita Consumption of Plastic (2001)........................................... 183
4.14 Initial and Current Water Consumption by the Bottled Water Firms......................... 192