

Bisleri launches Vedica potable water from Himalayas

Published on: August 10, 2012

PANAJI: The packaged bottled water in India is estimated to be between Rs 8,000 and Rs 10,000 crore market, growing at 20 per cent annually, of which, Bisleri's market share is 60 per cent, says Ms Jayanti R Chauhan, daughter of Mr Ramesh Chauhan, chairman and MD of Bisleri International Pvt Ltd.

Ms Chauhan, who is spearheading the sales and marketing teams, is in Goa to launch the Bisleri Vedica natural mountain water from the Himalayas. She says Vedica water is the only water from an aquifer which gushes to a height of five meters above the ground level, and besides it has the highest pH which makes it more alkaline.

"We are in the process of appointing a creative partner from a list of leading ad agencies we are presently talking with," she said. The company's plant at Uttarakhand produces one lakh cases every month, marketing one litre bottles at ` 40 and 500ml at ` 20.

Meanwhile Bisleri continues to be India's top brand with a 36 per cent share among national players, Coca-Cola's Kinley follows with 25 per cent share, followed by Aquafina at 15 percent. Other smaller brands include Parle Agro's Bailley, Kingfisher and McDowells No 1, according to a published report.

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