

Bisleri re-launches Vedica water from the Himalayas

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Bisleri, a brand that pioneered the concept of mineral water, recently re-launched its newest product - Vedica natural mountain water from the Himalayas. Vedica natural spring water comes in all its untouched purity, right from its source in the Himalayas.

Vedica, a press release from the company claims, is alkaline and thus helps to neutralize acids and remove toxins from the body. Every drop of Vedica mountain water is meant to refresh and revitalize the body. Sourced from the natural springs in the Himalayas, packed with natural minerals and purified by natural filters, the water gushes from the Himalayas and is bottled at source in the most hygienic conditions.

Vedica Natural Mountain Water is water in its pure nascent stage coming from a pristine source situated in the scenic mountains of Northern India.

Said Ramesh Chauhan, CMD, Bisleri International Pvt. Ltd, “For the last forty years I have been travelling all over and looking for natural spring water. I started my search in 1971 and came very close to finding the spring I wanted. The water of this spring gushes out of the earth and flows as a pure sparkling stream. After years of trickling through rock, sand and clay, it acquires a sweet divine taste. This is because it emerges out of an aquifer which has so much pressure that it forces the water above the ground in a spectacular and consistent manner. Therefore we at Bisleri immediately set up a state of the art bottling plant at that very spot”.

Added Jayanti Chauhan, Director, Bisleri International Pvt. Ltd on the product, “Vedica is untouched and pure. It’s the water the way nature intended, with a combination of minerals, that when consumed over time is supremely beneficial for one’s health”