

Bisleri to take mineral water brand Vedica overseas

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Bisleri International has decided to take its Vedica natural mineral water overseas, in an attempt to compensate its meagre domestic sales.

Ramesh Chauhan, Managing Director, Bisleri International, said, “We are looking at taking Vedica to Europe and the US. It will almost be a decade since we have tried to make money on the brand in India. The overseas markets will be more suitable as there is easier acceptance of natural mineral water.”

Vedica was launched in 2010, when Bisleri was fighting a case with the Tatas-owned Himalayan brand of natural mineral water over the name. At that point, it was known as Bisleri Mountain water from the Himalayas, and which was subsequently discontinued in favour of the new name, Vedica. Vedica is priced at Rs 40/litre, while Bisleri sells at Rs 18/litre.

“Since we have decided to export Vedica, we have been working on changing the packaging. It now sports a better cap for which we have imported technology,” added Chauhan. Vedica has distinct yellow-colour packaging and restricted distribution, unlike the Bisleri brand. Its nearest competitor, Himalayan mineral water from Tata Global Beverages, has already got an advantage in the overseas markets, since it enjoys the distribution network of Starbucks. Meanwhile, Bisleri International has also decided to enter the value-added coloured water category. “Coloured water could range from energy to a sports drink. We still are in the process of creating a distinct brand and positioning, as there are already so many energy drinks in the market,” Chauhan added.

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