

Say
NO to
sodas
energy drinks
sugar packed drinks

Pick up a cup of fresh,
natural & virgin Neera
for a healthy buzz

**Goodness
in every drop**

India Starts Drinking Healthy

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The carbonated drinks which has been ruling the roost for decades, is facing a huge shift as they are giving away the space for the health drinks. Increased urbanisation, rising disposable income and growing health consciousness among the Indian youth has increased the demand for non-carbonated drinks. The situation is ripe for a natural drink like Neera to get into the market. The market size of energy drinks in India is estimated at about Rs 700 crore, growing 20-25% year-on-year whereas the carbonated drinks market is close to Rs 6,000 crore and is growing by 10-12% annually, says a report published by Euromonitor International.

As per the reports of India Analysis; Sustainability outlook In India, "As a part of diet, milk and milk products are consumed by more than 80 per cent people, coffee and soft drinks by less than 60 per cent, bottled water by less than 40 per cent and fruit juices by less than 20 per cent." Therefore there exists tremendous possibility of development of juice industry in India because the ever-growing fitness or wellness trend demands the inclusion of fruit juice/natural juice products in people's diet. The packaged juice market is valued at Rs 1,100 crore (US\$200 million) and is projected to grow at a CAGR of

around 15 per cent over the next three years.

The long and erratic working hours, changing lifestyles and increasing paucity of time are driving Indian consumers towards consumption of energy drinks, which is consumed to boost stamina and energy levels. It is in this context that Neera should get the right push. The ready-to-drink Neera is one of the most natural and nutrient-rich health drinks available in the market. Drinking Neera is good for keeping the body hydrated

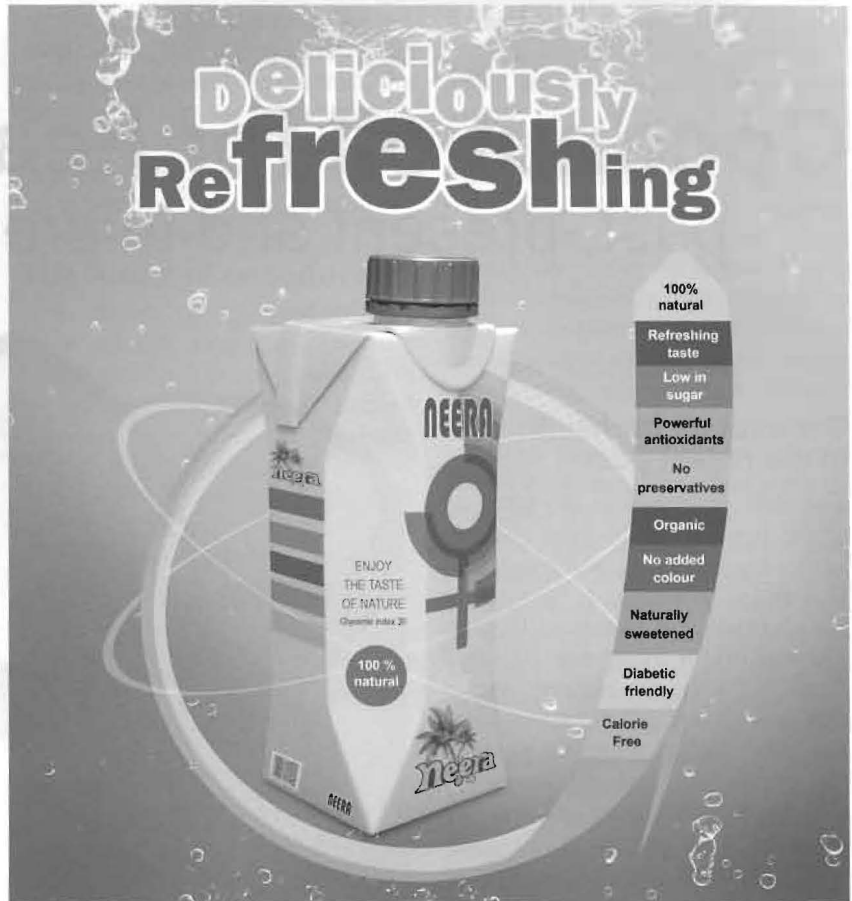
"The urban youth and young adults are ready to try new products as well as ready to spend some quick buck on energy boosting, natural drinks."



and its powerful antioxidants will help you feel refreshed and full of energy. It also regulates body's fluid balance, control temperature and digest food.

The urban youth and young adults are ready to try new products as well as ready to spend some quick buck on energy boosting, natural drinks. You get all the benefits of the 'Tree of Life' from this deliciously refreshing beverage that supports a healthy lifestyle. Neera, which comes in power packed flavours, not only brings refreshment but it also supplements your body with natural vitamins, minerals, amino acids, calcium, phosphorous and is extremely good for your eyes too. Neera contains glutamic acid, which is necessary for protein synthesis. It also aids in digestive health. Neera contain vitamins (Vit.A & Vit.C) which have anti-oxidant properties thereby preventing damage or death of cells. Moreover, it is even good for post-operative care due to the high content of electrolytes. Neera facilitates clear urination and prevents jaundice too. What else a single drink should do other than these? It just gives you complete refreshment.

The energy drinks market in India is dominated by multinationals with brands like Red Bull GmbH leading the market having off-trade value share of 69 per cent during 2013. The other players in this space include Coca-Cola, PepsiCo, Monster Beverage, Spitz KG, Krungsiam Beverage (all multinationals), JK Ansell, K G Functional Beverages, Hector Beverages, Heinz India, Bisleri, Vedantika Herbals, Dabur, Goldwin Healthcare and XXX Energy Drinks. The producer companies across India who is engaged in the production and marketing of Neera should focus on this aspect and promote their product which gives Indian consumers a healthier option to carbonated beverages or sugar and preservative filled juices.



India's per capita consumption of beverages is very low compared to other markets. This presents Neera players with the opportunity to tap the huge untapped potential that this segment offers.

Neera Sugar, another natural product with no chemical process involved in its production, is emerging as an attraction in domestic and international markets. There is growing demand in the developed countries for coconut sugar as an alternative to refined cane sugar. Neera sugar is an unrefined sugar and is known to be rich in vitamins and minerals. Consumption of Neera sugar helps reduce & maintain weight, control & manage diabetes, helps lower serum cholesterol & risk of cardiovascular & coronary heart diseases. It is naturally rich in a number of key vitamins, minerals and phytonutrients, including potassium, zinc, iron and vitamins

B1, B2, B3 and B6.

The companies in Kerala have already taken baby steps in this area and are already selling Neera at organized retail stores, stand-alone supermarkets, and canteens of hospitals. But that is not all what is needed. There needs to be a major push to place the product in the market.

The packaged Neera and Neera sugar segment is growing well and it is believed that it has growth potential, primarily due to quality, convenience and nutritive values. The companies should continue to undertake relevant initiatives to be able to meet the growing consumer demand and category opportunity. There is visibly no other product that has come this long as far as health benefits and taste is concerned. Undoubtedly we can say that Neera is revolutionizing the drinking habit of people across the world. ■