

# Haleeb Foods (Pvt) Ltd in Soft Drinks (Pakistan)

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## Abstracts

Since the acquisition of Haleeb by Vision Mega Fobs Group Private Limited, the company has become stable and has plans to develop its soft drinks portfolio. In non-alcoholic drinks, the company focused on distribution network for its juice brands. Lack of marketing activity saw Haleeb lose share in juice over the review period.

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