

Manpasand Beverages Ltd in Soft Drinks (India)

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Abstracts

The company continues to benefit from rising demand and higher acceptance of soft drinks in semi-rural areas of India. In order to tap into urban demand, however, the company has not only diversified its product portfolio with the launch of the brand Fruits Up, but it has also entered into collaborations with organised retailers, including cash and carry, modern grocery retailers and consumer foodservice players such as Metro Cash & Carry, Aditya Birla Retail, Havmor Ice Cream and Café Coffee Da...

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