



TOURIST INFO CITYLIFE EXPLORE DINING BEAUTY & WELLNESS EVENTS JOBS TOURS EDUCATION BUSINESS PRESS RELEASE REALESTATE

Press Release Latest Postings Product Launches Interviews Submit Press Release PR by Industry

Citylife > Press Release

**Most Recent Postings**

Transform Your Skin In 2018 with QNET's Revolutionary Elix Skincare

Mashreq Bank offering credit cards for every passion

Detroit world debut for new INFINITI concept car

TCL Communication Promises at Least Two New BlackBerry Smartphones Coming in 2018

Experience the ultimate beauty extravaganza as MyBeautyFest kicks off with the industry's biggest st ...

LG's Award-winning 4k Uhd Projector to Debut at CES 2018

We Sheet You Not! Foreo Announces End of Face Mask Epidemic

Princess Reema hopes to see a woman in every Saudi sports federation

Dubai-based Briton makes waves on debut in Fazza Championship for Falconry – Telwah

Golden Bridge Rectangle Diamonds designed to dazzle

Lexus leads the Hybrid Electric Vehicle agenda in the UAE

GROHE is partnering with the German Sustainability Award

**Latest Dubai Press Releases >>**

**Premium Beverages Maker Hielo Beverages India Forays into Dubai(UAE)**

Follow @godubaicom

Send

Share



**Dubai (UAE):**Hielo Beverages,the maker of premium and luxury beverages marks its entry into Dubai(UAE) market which under the flagship brand name **PEAUR**.The initial roll out will see company promoting their PEAUR Natural Mineral Water sourced at Himalyan Ranges in Northern India,Natural Sparkling Mineral Water and PEAUR Natural nectar Based Fruit Juices. Initially the company has tied up with exclusive retail outlets, but in times to come the products will be available more widely.



For reservation:  
Please Call -  
**+971 52 9202121**  
**+97155 5541280**  
**+97155 5540897**



2017

Emirates and flydubai to offer travellers even more connections in 2018

Samsung Unveils "The Wall," the World's First Modular MicroLED 146-inch TV

Scuderia Ferrari presents the latest RedRev Watch Collection

Sheikh Hamdan congratulates MBR Creative Sports Award winners

ZAKK Air specialised headset for athletes launched in UAE

Michael Kors Presents Spring 2018 Jewelry

HP Fuels the Future of Computing at CES 2018

British Airways Invests in Substantial New Catering for World Traveller Customers

[More Press Releases](#)

**Featured Sections**

- Lifestyle
- Fashion
- Technology
- Automobile
- Food Industry
- Real Estate-Retail
- Travel-Tourism
- Banking Investments
- Education-Training
- Govt-Humanity
- Health-Medicine
- Entertainment
- Event and Exhibitions
- Others

**Event Finder**

daily roundup of exhibitions, promotions and other events in Dubai and the rest of the Emirates.

[Submit an Event](#)

The products have undergone months of trials and stringent quality controls after an extensive R&D conduct by the experts. The company has commissioned their ultra modern manufacturing facilities at Pristine locations in northern India at an investment of 18.5 Cr ₹'.

Available in three different sizes 250 ml, 500ml and 1 liter, the PEUAR natural Mineral water is a natural water from the Himalayan foothills that delivers natural minerals easily soaked up by the human body. The sparkling natural mineral water has gone similar quality checks and will be available in glass bottle of 500 ml size. As regards PEUAR natural nectar mineral juices they are pulp based retaining the natural qualities of the fruit. These will be available in premium 240 ml cans in flavours such as Alphonso Mango, Orange, Peach and Pineapple.

**About the foray into Dubai, UAE ,Mr Piyush Mathur, the CMD of Hielo Beverages says** "There is an increasing shift in favour of healthier drinks vis a vis fizz drinks and more so in advanced economies. Secondly in UAE 65% of the population is in the scale of 15-50 years of age thus making UAE's beverage market grow in demand by 8.4% per year since 2016. Finally, it is an economy where people are quality conscious and are willing to honor the premium product and address an addition in their lifestyle for betterment."

As regards opportunities for the new business alliances and association, **Mr Piyush Mathur says** "In business one is always open to adopt new business models".

Future plans involve expanding into other cities Sharjah, Abudhabi and other Gulf cities. The company is keen to enter the UK and other promising European countries emerging as a great opportunity where the demand for premium beverages is increasingly going up.

**About Hielo Beverages India**

Incorporated in the year 2008, Hielo Beverages India Pvt. Ltd. is a reputed firm engaged in manufacturing the finest assortment of high-grade, Export Quality Natural Mineral Water, Natural Sparkling Water and Natural Nectar based Fruit Juice.

**Posted by : GoDubai Editorial Team**

**Viewed** 13634 times

**Posted on :** Tuesday, November 21, 2017

Replication or redistribution in whole or in part is expressly prohibited without the prior written consent of GoDubai.com.



Previous Story : **AI Ansari Exchange & IBMC join forces to offer overseas Indians in UAE the facility to pay National ...**

Next Story : **AI Naboodah Group Enterprises leads discussion on supply chain management and sustainability**



Email this article



Print this article

Share this article with your friends and followers



Comments

**DESERT SAFARI TOUR**  
**AED 200**  
Per person

**For reservation:**  
Please Call -  
**+971 52 9202121**  
**+97155 5541280**  
**+97155 5540897**