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Hielo Beverages India to roll out Natural Mineral Products under PE Aur brand soon

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HBI Staff | New Delhi

Hielo Beverages India will be entering into the natural mineral products market in India with the launch of PE Aur brand natural mineral water and natural nectar juices. Initial roll out of PE Aur brand natural mineral products are expected in the latter half of August.

According to Piyush Mathur, CEO & CMD of Hielo Beverages, the company will launch Natural Mineral Water and two flavours of natural fruit juices into the market in the first phase in August. The Peaur Natural Mineral Water will be available in 1,000 ml, 500 ml and 250 ml sizes, while natural fruit juices of pineapple and peach will be made available in 240ml iron cans.

These products will be initially available in territories like Delhi NCR, Jaipur and Ambala, he said, followed by Mumbai, Goa and Kochi in November this year.

Hielo Beverages has plans to add more varieties of natural fruit juices, natural sparkling water and aromatic mineral water with organic flavours into the market in the second phase of portfolio expansion towards the beginning of next year, Mathur said.

"There is a huge opportunity in the natural mineral product space in India. Hardly 10 to 12% of the market is tapped today. We aspire to help an additional 3 to 5% growth in this segment over the next two to three years," he said.

Hielo Beverages has set up its manufacturing facility in Uttarakhand with a capacity of 10,000 ltrs of mineral water per hour and 5,000 cases of juices per day. The company has plans to target both modern retail and premium hotels and restaurants with their products.

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