

India Non-Alcoholic Beverages (NARTD)

Locals – fizzing up



Positioning of
Locals vs Other Players
across
India NARTD & its segments

Locals vs Other players
Positioning in NARTD & its segments

Local NARTD Drivers ► *which*

- State?
- Pop-Strata?
- Price Point?
- Segment?

Growth Drivers for Locals...

Which?
Local Brand(s)
drive each segment

How?

The various Local brand playbooks

Time Period: *MAT March'25
Source: [Nielseniq RMS](#)

PRICE: ₹12 LACS

What we cover?

1

India Beverages

Where we stand today?
How is it shaping up?
Playground for Locals..

2

How Locals play?

1. Key packs? Ideal for impulse buys?
2. Price play vs big players
3. State focus
4. Pop-Strata penetration Strategies?



5

Is there any scope of
Cross-Category
portfolio expansion?

4

How to diversify offerings
to meet
various consumer needs?

3

Which segment to play in now?

Cola

Lime

Coconut

Energy
Drinks