

## **Reliance Announces Partnership with Sri Lankan Beverage Brand Elephant House**

Reliance Consumer Products (RCPL), the FMCG arm and wholly-owned subsidiary of Reliance Retail Ventures (RRVL), announced that it has partnered with Sri Lanka-headquartered Elephant House to manufacture, market, distribute and sell beverages under the Elephant House brand across India.

This association will not only help RCPL bolster its growing beverage portfolio that boasts iconic brands such as Campa, Sosyo and Raskik but will also bring exceptional new products and value propositions to Indian consumers.

Elephant House is owned by Ceylon Cold Stores, a subsidiary of John Keells Holdings, Sri Lanka's largest listed conglomerate. Under the Elephant House brand, it manufactures and sells a wide range of beverages, including Necto, Cream Soda, EGB (Ginger Beer), Orange Barley and Lemonade to name a few.

Speaking on the partnership, Ketan Mody, chief operating officer, Reliance Consumer Products, said, "Elephant House, which enjoys strong market credibility, is an iconic brand with deep rooted heritage. This partnership will not only add its much-loved beverages to our growing FMCG portfolio but will also offer our Indian consumers great choice and value proposition through quality products. Being the custodian of several renowned global brands in India, Reliance is well-equipped to expand Elephant House's established consumer brand, built over 150 years."

Krishan Balendra, chairperson of the John Keells Group, said, "We are proud to announce the expansion of the Elephant House brand to the Indian market. Our partnership with Reliance Consumer Products marks a significant milestone in the journey of our heritage brand and represents our commitment to delivering our high-quality beverages to new consumer segments. We look forward to the opportunity this partnership brings, to provide refreshing and innovative beverage options to meet the diverse preferences of Indian consumers."

The agreement between RCPL and Elephant House underscores a shared commitment to excellence and innovation, empowering both organizations to capitalize on synergies and amplify their market presence. RCPL's vision is to offer Indian consumers a wide portfolio of globally recognized brands and products that stand out for their exceptional quality and value. In addition, RCPL is rapidly scaling up its multi-channel operations to reach more consumers across diverse markets.

The company, currently, boasts a versatile FMCG portfolio comprising iconic beverage brands including Campa and Sosyo Hajoori, an extensive confectionery range from Lotus Chocolates, Toffeeman and snacks such as Alan's Bugles and Masti Oye apart from Sri Lanka's leading biscuit brand Maliban, and staples & daily convenience products under the Independence brand. In home and personal care, it has products such as dishwashing liquids, laundry detergent, soaps and toilet cleaners.

Reference: <https://www.foodtechbiz.com/business-updates/reliance-announces-partnership-with-sri-lankan-beverage-brand-elephant-house>

