

# BUSINESS INSIGHTS ON REGIONAL SOFT DRINKS

Research in Regional soft drink brands

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**CLASSROOM TO THE BUSINESS WORLD SERIES**

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# INTRODUCTION

This Report aims to explore the various facets of the soft drinks in the india , including soft drinks making process, ingrediants which are used in soft drinks and a comparison between several regional companies



The soft drink industry is a dynamic and multifaceted sector within the global beverage market, characterized by a diverse range of carbonated and non-carbonated beverages. This industry encompasses a wide array of products, including colas, fruit-flavored drinks, energy drinks, and sparkling waters, catering to varying consumer preferences and demographics. The sector has witnessed significant evolution over the years, driven by changing consumer tastes, health consciousness, and innovative marketing strategies.

The industry has seen the emergence of numerous niche brands and health-oriented alternatives, reflecting a shift towards healthier and more sustainable options. As consumer awareness of ingredients and their impact on health grows, companies are increasingly reformulating products to reduce sugar content and eliminate artificial additives.

# INGREDIENTS

## BASIC INGREDIENTS

### 1: Carbonated Water:

- Source: Tap water or filtered water, carbon dioxide (CO<sub>2</sub>) for carbonation.
- Role: The primary base of most soft drinks, providing fizziness.

### 2. Sweeteners

#### Types:

Sugars: Sucrose(table sugar), glucose, fructose

High Fructose Corn Syrup (HFCS): Common in many sodas

Artificial sweeteners: Aspartame,saccharine, sucralose(for diet version).

Role: Provide sweetness and affect calorie content

### 3. Flavourings:

Natural Flavorings: Extract from fruits ,herbs and spices

Artificial Flavorings: Chemicaly synthesized flavours to mimic natural ones

Role: Defines the drinks taste profile

### 4. Acids:

Types: Cytric acid, phosphoric acid, tartaric acid .

Role: Adds tartness, balances sweetness and acts as a presavative

### 5. Colorings:

Types: Natural colors (like beet juice) or synthetic dyes( like caramel color)

Role: Enhances visual apeal

### 6. Preservatives:

Types: Sodium benzoate, potassium sorbate.

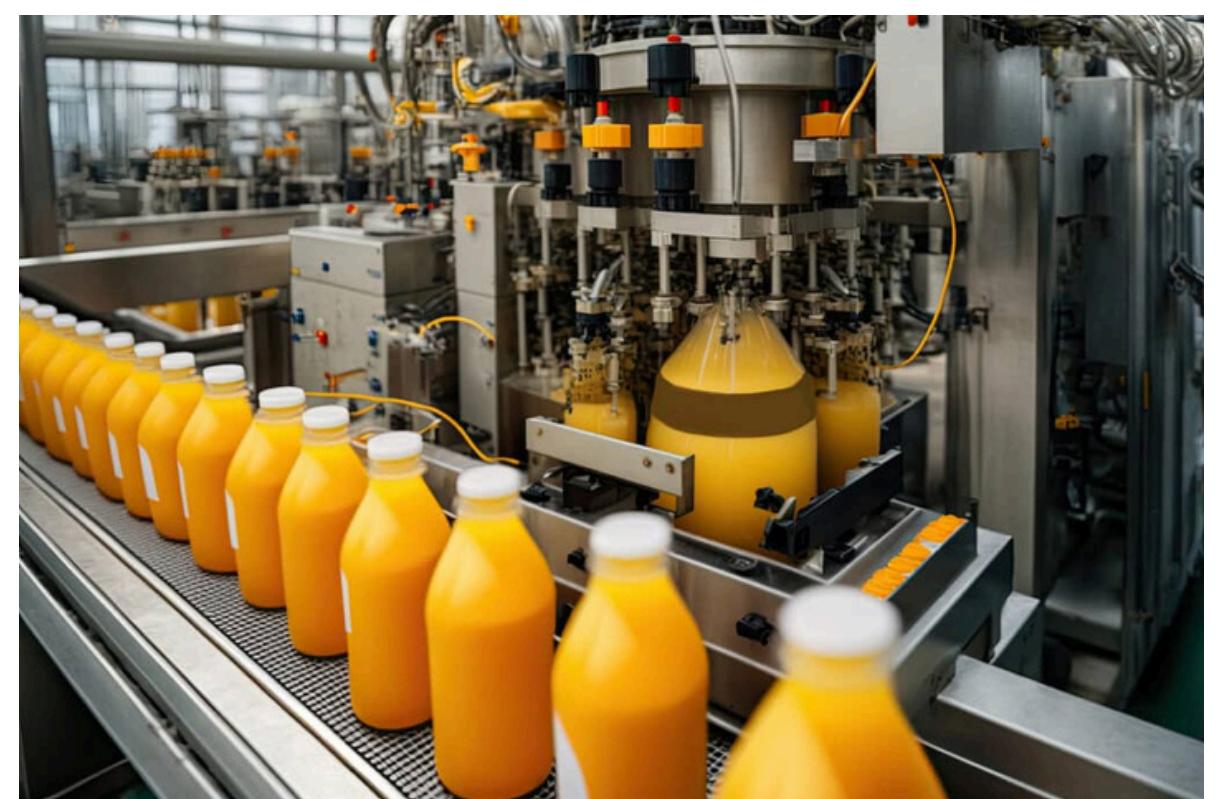
Role: Prevents spoilage and extends shelf life

## OPTIONAL INGREDIENTS

### 1. Caffeine

### 2. Vitamins and minarals

### 3. Fruit juices



## RAW MATERIALS FOR PACKAGING

Bottles and cans for the packaging , " PET bottle"

## EQUIPMENTS NEEDED

1. Mixing Tanks: For combining ingredients
2. Carbonation Equipment: To infuse carbon dioxide into water
- 3:Bottling/ Canning equipment: For packaging the final product
4. Filtration System: To purify water
5. Quality Control Instrument: For testing taste ,pH and carbonation level

## PROCESS OVERVIEW

1. Preparation, 2. Mixing, 3.Carbonation,
4. Packaging, 5.Quality control

## SAFETY AND REGULATION

- Ensure compliance with food safety regulations
  - Maintain sanitary condition throughout the production
  - Conduct regular testing for qualityassurance



# REGULATION TO PRODUCE SOFT DRINKS

**The Food Safety and Standards Authority of India (FSSAI) and the Bureau of Indian Standards (BIS) have established standards for soft drinks in India, including:**

## 1:Caffeine

The maximum amount of caffeine allowed in non-alcoholic beverages is 300 milligrams per liter. Beverages with more than 145 milligrams per liter must be labeled as "Caffeinated Beverage".

## 2:Pesticides

The maximum permissible limit for Pesticides in softdrinks is 1 Part per billion(ppb) for lindane, DDT, Malathion, and five other pesticides.

## 3:Packaging

The date of manufacture and expiry date in packing must be included on the label

## 4:Fruit juice

If a carbonated beverage contains fruit juice, the quantity must be declared on the label.

## 5:Containers

Carbonated beverages can be filled in glass containers, cans, food-grade plastic containers, or dispensing units. Containers must be cleaned and sanitized, and then sealed with a new crown cork.

## 6:Labeling

Caffeinated beverages must include a declaration on the label that states to consume no more than 500 milliliters per day.

**The Food Safety and Standards Act, 2006, and the regulations made thereunder are primarily enforced by the State/UT Governments.**

# LIST OF INDIAN REGIONAL SOFT DRINKS COMPANIES

NAME OF THE COMPANY	LOGO
Podaran Tilo	
Bindu soft drinks	
RAW soft drinks	
Dailee soft drinks	
Artos soft drinks	
Jallikattu Goli soda	
Paper boat soft drinks	
Groovy	

# INTRODUCTION TO INDIAN REGIONAL COMPANIES

## Podaran TILO



Podaran Tilo, established in 1969 by Podaran foods from Coimbatore ,Tamilnadu ,India, is an Indian beverage company known for its diverse range of soft drinks. The company focuses on creating products that cater to local tastes, often incorporating regional flavors into its offerings. Over the years, Podaran Tilo has built a reputation for quality and affordability, gaining popularity in various markets across India. The brand aims to innovate and expand its product lineup while maintaining a commitment to sustainability and consumer preferences.

## Bindu Soft Drinks



Bindu Soft Drinks was established in 1987. The company is owned by Mr. Sathya shankar and it is based in Puttur , India

Bindu Soft Drinks aims to establish itself as a leading player in the beverage industry by prioritizing quality, customer satisfaction, and innovation. The company is committed to producing high-quality beverages that meet stringent safety and taste standards, ensuring that every product resonates with consumer preferences. By actively conducting market research, Bindu Soft Drinks seeks to understand and anticipate the evolving needs of its customers, enabling the introduction of diverse product offerings beyond traditional carbonated drinks, including fruit juices and healthier options.

# RAW Soft Drinks



Raw Soft Drinks was established in 2014 by Mr. Anuj Rakyani in Mumbai, India. The company emerged with a vision to provide healthier beverage options that prioritize natural ingredients and authentic flavors. Raw Soft Drinks focuses on crafting products that are free from artificial preservatives and additives, appealing to health-conscious consumers. The brand has gained recognition for its diverse range of offerings, including fruit juices and flavored drinks, which emphasize freshness and quality. By leveraging modern production techniques and maintaining strict quality control, Raw Soft Drinks aims to satisfy the growing demand for healthier alternatives in the soft drink market. The company is committed to sustainability, implementing eco-friendly practices in its production processes and packaging, thereby aligning itself with contemporary consumer values. Overall, Raw Soft Drinks is dedicated to creating enjoyable and nutritious beverages that resonate with its audience.

# Dailee Soft Drinks



Dailee Soft Drinks was established in 2008 by Thanganadar Issac bright and Mrs. Jayabarathi Balamurugan in Thirunelveli, Tamilnadu, India. The company was founded with the aim of providing refreshing and innovative beverage options to meet the growing demand in the market. Dailee Soft Drinks specializes in a variety of soft drinks, including carbonated beverages and fruit-based drinks, focusing on high-quality ingredients and distinctive flavors. The brand emphasizes quality control and customer satisfaction, striving to create products that resonate with local tastes. Over the years, Dailee has developed a loyal customer base by leveraging effective distribution channels and engaging in community-oriented marketing strategies. Committed to sustainability, Dailee Soft Drinks also aims to incorporate eco-friendly practices in its production and packaging processes, aligning with the increasing consumer preference for environmentally responsible products. Overall, Dailee Soft Drinks is dedicated to innovation and quality, positioning itself as a competitive player in the Indian beverage industry.

# Artos Soft Drinks



Artos is a regional soft drink and the first aerated soft drink in the state of Andhra Pradesh.[1] It was first named as "Ramachandra Raju soft drinks" and later renamed as "A.R Raju Tonics" and later converted into Artos. It was originated in Ramachandrapuram in East Godavari district, Andhra Pradesh. At first, Ramachandra Raju bought a soda machine from British collectorate but he did not know how to use it. Later, he came to Visakhapatnam with the machine and meet a person in Vizag Port and he helped the machine with new parts and also told how to use it and he returned to Ramachandrapuram and started marketing it as a soda drink in 1912. At first, local people scared to drink due to gaseous content or some myths but after observing British soldiers consuming it they started. In 1919, it was officially made as a drink and the required sugars, gas and flavours are imported from Europe. But during the 2nd World War, the imports had stopped and many industries in India halted. But Artos continued its production using the flavours taken from fruits. Many international companies offers franchises but Artos never stopped. In 2019, it has completed 100 years and Artos was growing furthermore in Andhra Pradesh.

# Jallikattu Goli Soda



Jallikattu Goli Soda is a popular beverage brand founded by P. R. S. Ramakrishnan in early 20th century in Tamil Nadu, India. The company gained prominence for reviving the traditional Indian goli soda, which is a fizzy drink often served in glass bottles with a distinctive taste. Ramakrishnan's vision was to blend nostalgia with modern branding, targeting both locals and tourists. The brand emphasizes the use of natural ingredients and traditional preparation methods, capturing the essence of Tamil culture while appealing to a contemporary audience. Through innovative marketing and a focus on quality, Jallikattu Goli Soda has carved a niche in the competitive beverage market.

# Paper Boat Soft Drinks



Paper Boat is a popular Indian beverage brand established in 2013 by Neeraj Kakkar, Ankur Khanna, and Sandeep Singh. The founders aimed to create a line of drinks that evoke nostalgia for traditional Indian flavors, offering products like aam panna, jaljeera, and kokum. Focusing on natural ingredients and authentic recipes, Paper Boat quickly gained traction among consumers looking for healthier alternatives to carbonated drinks. The brand's unique packaging and storytelling approach helped it stand out in the competitive beverage market, fostering a strong connection with its audience.

# Groovy



Founded by two brothers, Mitkaran Singh Ghai and Rajneesh Sharma, Groovy revolves around a vision to provide healthy and affordable juices sourced from good quality fruits across the country. The low cost packaged juice company that started in 2020 July and has clocked a revenue of nine crores already. Groovy falls under the umbrella of Enhaz Beverages Pvt. Ltd. Established in the year 2019 with an initial investment of INR 10 lakhs, Groovy's sales and production began in July 2020 amidst the pandemic with only one plant operational at Rudrapur, Uttarakhand. The company further expanded its presence across Jammu & Kashmir, Uttarakhand, Uttar Pradesh, Gujarat and a product reached across more than one lac retail counters. The sales and production at the Jammu plant commenced in April 2021.

The founder duo further informed that the company is aggressively looking to expand in the Southern and Eastern regions of India. The company further plans to tap the HoReCa segment, and are tying up with restaurants and cloud kitchens to sell products with their home delivery orders

## **Childrens**



**Childrens (5-12 years):-**

prefer some sweet fruit drinks like mango ,litchi, orange and apple

Reason for preference: These drinks are often popular with children because of their sweet taste and attractive packaging

## **Teens and young adults**



**Teenagers and young Adults(13-25) years:-**

prefer some Energy drink and carbonated beverages such as cola ,lemon and speed energy Drink

Reason for preference: The energy drink are popular for stimulating their energy due to tiredness, Among them carbonated beverages are seen as trendy

## Adults



Adults (26- 45)Years:-

Preferred Flavours like more subtle Flavours like litchi, Ginger and Herbal

Reason For preference: Adults tend to prefer less sugary ,more refreshing options that may also have perceived health benefits

## Middle Aged and older Adults



Middle-aged and older adults(46+years):-

Preferred Flavours: Mild ,natural flavours like Honey, ginger and Herbal drinks

Reason For preference: These drinks are often chosen for their soothing qualities and health benefits

## Three types of soft drinks

- **Fruit Flavoured Drink**

eg: Mango, Litchi ,orange are popular across all age groups due to their natural and refreshing taste

- **Energy Drinks**

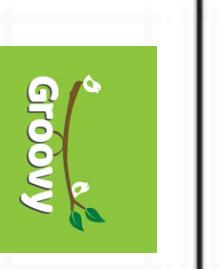
eg: Speed ,lemon. appeal move to teenagers and young adult who seek extra energy during busy activities

- **Carbonated Soft Drinks**

eg: Soda, cola ,are mostly preferred by young demographics for social occasion



# SOFTDRINKS COMPARISON TABLE

BRANDS	Flavours	Number of Flavours	Best Selling Flavours	Price Range of Soft Drinks	Package Size	Estimated Turnover	Market State	Logo	Rating
(Podaran) Tilo	Cola,Apple, Mango, Orange,	11 Flavours	Cola ,And Apple, Flavours,	10-120	200ml,250ml 300ml,500ml 1L,1.5L	229cr	TamilNadu		4.0/5
Bindu	Cola, Orange, Ginger, Ale	5 Flavours	Lemonade Flavour	30-200	250ml,500ml 1L,2L	400cr	Karnataka		4.5/5
Raw	Almond, Beverage, Cacao, Mango,	7 Flavours	Orange, Strawberry, Flavours ,	40-260	200ml to 1L	110cr	Mumbai		3.9/5
Dailee	Lemon, Guava, Jeera,	7 Flavours	Mango, Flavour	10-100	180ml,200ml 500ml,1L, 1.5L,2L	431cr	TamilNadu		4.4/5
Artos	Grape, Pearl soda, Orqnge,	7 Flavours	Grape , Flavour	10-100	200ml,250ml	25cr	TamilNadu		4.6/5
Jallikattu Golisoda	Blueberry, Strawberry, Pineapple,	7 Flavours	Lemon, Flavour	15-100	200ml	50lakhs	TamilNadu		4.4/5
Paper boat	Mixed fruit, Apple, Aamras, Mango,	6 Flavours	Apple, Alphonso, Mango,	20-150	150ml 180ml 200ml,600ml	331cr	Mumbai		4.1/5
Groovy	Mixed fruit, Guava, Lychee,	6 Flavours	Guava, Mango, Flavour	10-80	150ml,300ml 500ml,1L	9cr	Uttar Pradesh		4.4/5

## Comprehensive Overview of the Soft Drinks Comparison Table

The table provides a detailed comparison of various soft drink brands based on key metrics such as flavor variety, pricing, packaging, market turnover, and customer ratings. The overall structure of the table presents insights into how these brands perform across several important factors, highlighting trends in the soft drink industry, regional market preferences, and consumer satisfaction.

### **1. Flavor Variety**

One of the key differentiators among soft drink brands is the variety of flavors they offer. The number of flavors ranges from 5 to 11 across different brands. The flavors vary from common options like cola, lemon, and orange to more unique offerings like jeera, almond, and traditional Indian flavors such as aamras and guava. This shows that brands are catering to both conventional soft drink lovers and more niche, adventurous consumers who prefer traditional or exotic flavors. A wide flavor range also suggests that brands are aiming to appeal to a diverse demographic, from children to adults, and across different regions with varied taste preferences.

### **2. Price Range**

The table shows a broad price range across brands, with products priced anywhere from ₹10 to ₹260. This indicates that the soft drink market is segmented into both affordable, mass-market products and higher-end, premium options. Lower-priced products are aimed at providing affordable refreshment to a wide consumer base, while the premium end likely caters to more health-conscious or brand-loyal customers who are willing to pay more for unique flavors or quality packaging. This pricing strategy allows brands to tap into various consumer groups, from low-income segments to those seeking premium beverages.

### **3. Packaging Sizes**

Packaging sizes also vary significantly, with smaller, individual-serving options like 150 ml and 200 ml for on-the-go consumption, and larger bottles ranging from 500 ml to 2 liters for family or group consumption. The diversity in packaging reflects an industry focus on both convenience and versatility, ensuring products are suited for various occasions—whether it's a quick drink during a commute or a beverage to be shared at home. Packaging innovation plays a vital role in enhancing the consumer experience, as brands provide both single-use packages and multi-serve options.

### **4. Regional Market Presence**

The table also highlights the geographical spread and market presence of each brand. Tamil Nadu emerges as a significant market, with several brands showing strong market share in the state. Other brands are popular in states like Karnataka, Mumbai, and Uttar Pradesh, indicating regional preferences for certain flavors and brands. The concentration of certain brands in specific states points to localized marketing strategies and consumer loyalty, where brands tailor their offerings to suit regional tastes. The strong presence in these states also implies successful distribution networks and brand visibility in these regions.

### **5. Customer Ratings**

The customer ratings, which range from 3.9/5 to 4.6/5, provide a general indication of consumer satisfaction across the brands. High ratings (above 4.0) suggest that the majority of consumers are pleased with the quality, taste, and overall experience of the products. Brands with slightly lower ratings may face challenges in certain aspects, such as flavor preferences or price-to-quality balance, but still maintain a favorable position in the market. Customer satisfaction is a crucial metric, as it often correlates with brand loyalty and repeat purchases. High ratings may also reflect successful marketing campaigns and strong consumer-brand relationships.

### **Conclusion**

The soft drinks comparison table illustrates the dynamic nature of the Indian soft drink industry, where brands compete on the basis of flavor variety, pricing, packaging, and regional appeal. Larger brands dominate the market with high turnovers and extensive flavor offerings, while smaller, niche players focus on specialized products to cater to specific consumer bases. Overall, the table provides a clear snapshot of how different soft drink brands are positioned in the market, their regional strengths, and the growing demand for flavor innovation and packaging diversity.