

It was in 2009 when the trio joined forces with James Nuttall and laid the foundation of Hector Beverages (Paper Boat's parent company). Giving life to their idea was never an easy task. It was a challenge to bring their concept to fruition. Creating a brand that evokes memories of childhood was a monumental undertaking.



Two years later in 2011, Hector Beverages debuted two new brands to the Indian beverage industry: Frissia, a protein drink, and Tzinga, an energy drink. Fast forwarding to 2013, the founders of Hector Beverages decided to enter the traditional Indian drinks market with the launch of Paper Boat - Drinks and Memories.



Hector Beverages quickly rose to prominence with its line of unique 11 different traditional-nostalgic Indian food and seasonal drinks like chikki, aam panna, rose tamarind, coconut water, and panakam as well as other favorites like thandai, jaljeera (a popular drink of north India), serbet-e-khaas, and other juices.