



Coolberg Turns 8: Revolutionizing Social Drinking with Non-Alcoholic Options

National, 6th December 2024: Coolberg, India's leading non-alcoholic beer brand, is proud to celebrate 8 successful years of making social drinking fun and inclusive. Launched in 2016, Coolberg has grown into a top name in the non-alcoholic beverage market by offering delicious, alcohol-free options for people who enjoy socializing but prefer not to drink alcohol.

The brand has built a strong reputation for offering flavorful, refreshing alternatives that appeal to consumers looking for premium alternatives to traditional soft drinks and mocktails. With flavors like Malt, Cranberry, Strawberry, and Peach, each sip combines classic beer ingredients with a fruity flair, all while staying under 40 kcal per 100 ml for a guilt-free indulgence.

Salloni Ghodawat, Director and Chief Operating Officer, Ghodawat Consumer Limited, expressed her happiness, stating, *"Coolberg's 8-year journey is a true reflection of how consumer preferences are changing towards quality and taste. We are proud to be at the forefront of enhancing the social drinking scene in India, offering flavorful non-alcoholic drinks that resonate with today's vibrant audience. We aim to reach INR 100 crore brand by FY 2025 – 2026."*

In 2022, Coolberg was acquired by Ghodawat Consumer Limited (GCL), a leading FMCG company in India, to take its vision to the next level. This acquisition helped Coolberg to grow even further, expanding its reach and making the products available in thousands of outlets across India. Coolberg is now sold in over 50,000 locations across 150 cities and exported to more than 15 countries, making it one of the most well-known non-alcoholic beverage brands in the country. It is also available at Indian fast food chains such as KFC, Barbeque Nation, and WoW Momos. Also available on platforms such as Blinkit, Zepto, Swiggy Instamart, Flipkart Minutes, and Amazon.

Coolberg was awarded Brand of the Year by Business Outreach this year, as well as Product of the Year in the Beverage Category by Global Excellence. As Coolberg celebrates its eighth anniversary, the company is focusing on expansion and innovation. It intends to launch new tastes, expand into new regions, and continue leading the non-alcoholic beer category.

About Ghodawat Consumer Limited (GCL):

Ghodawat Consumer Limited, the FMCG arm of Sanjay Ghodawat Group, has been a trailblazer in the consumer goods sector since 2003. The company operates under the umbrella brand 'Star', offering a diverse range of products that include refined oils, atta (wheat flour), rice, beverages, and savoury snacks, all catering to various everyday consumer needs. Its portfolio also includes premium, value-added brands like TBH (100% real vegetable snacks brand) and Coolberg (India's leading non-alcoholic beer brand). GCL's offerings are available in more than 250,000 outlets across 120 cities and on all e-commerce and quick commerce platforms in India. The company also exports its products to over 17 countries across the globe.



Website- <https://ghodawatconsumer.com/>

About Sanjay Ghodawat Group (SGG):

Sanjay Ghodawat Group (SGG) is a diversified conglomerate with operations spanning various high-value business verticals such as Aviation, Consumer Products, Education, Energy, Realty and Retail. Since its founding in 1993, SGG has witnessed impressive growth under the splendid stewardship of its Founder and Chairman, Mr. Sanjay Ghodawat. It has a strong base of millions of customers globally, with employee strength of over 10,000 and a student base of over 21,000. SGG is moving ahead with great vigour and bringing significant changes in people's lives with its wide range of high-quality products and services.

Website- www.ghodawat.com

For media inquiries, please contact:

Swati Gantellu

Mobile- 9503397606

Email- media@ghodawat.com