

## **A Refreshing New Brew: Coolberg Brings ‘Jugaaro’ to Life in Collaboration with Prime Video’s ‘Do You Wanna Partner’**

**New Delhi, 9<sup>th</sup> September 2025:** Prime Video and Coolberg today announced their first-of-its-kind collaboration for Amazon’s upcoming Original series, *Do You Wanna Partner*, a quirky and vibrant story about two best friends who come together to begin their entrepreneurial journey by launching a beer start-up. Ahead of the series launch, Prime Video and Coolberg are bringing the series’ signature concoction to life with the refreshing Coolberg Jugaaro Lemon-Ginger non-alcoholic malt beverage. In a remarkable parallel, Coolberg – India’s No.1 non-alcoholic beer brand - is led by three ambitious women, [Salloni Ghodawat](#), CEO, [Yashika Keswani](#), Co-Founder, and [Ritika Agrawal](#), Brand Lead.

This landmark integration between the digital streaming and F&B industries redefines how brands connect with new-age audiences. With India housing over 116 million Gen Z consumers (Mintel Report), the rise of mindful drinking is shaping beverage trends, and Coolberg is at the forefront of this cultural shift.

The story of Coolberg, the flagship brand of Ghodawat Consumer Limited (GCL), is deeply tied to the vision of crafting a premium, alcohol-free alternative for Indian consumers. Today, under the leadership of Salloni Ghodawat, CEO of GCL, Coolberg – along with To Be Honest (100% real fruits and vegetables snack brand), another youth-focused startup acquired by GCL – is resonating strongly with Gen Z and millennials. Together, these brands are rewriting the FMCG playbook with inclusivity, innovation, and bold choices.

The collaboration with Prime Video bridges on-screen storytelling with an off-screen innovation. Just like the series’ protagonists who fight against the odds, Coolberg’s leadership team – including Salloni Ghodawat, Yashika Keswani, and Ritika Agrawal – embodies the same spirit of challenging conventions and building iconic lifestyle brands.

Speaking on the collaboration, **Salloni Ghodawat, CEO, Ghodawat Consumer Limited (GCL)**, stated, *“At Ghodawat Consumer Limited, we believe great brands are built on stories of resilience and inclusivity. Coolberg’s journey, much like the series- Do You Wanna Partner, is about women breaking barriers and shaping new possibilities in the industry. With Coolberg Jugaaro, we want to offer not just a refreshing product but also a reminder that the future of FMCG belongs to diverse voices and fearless ideas.”*

The limited-edition Coolberg Jugaaro Lemon Ginger will be available across 3500+ GT stores, 50 MT outlets (including Nature’s Basket, Walmart, STAR Localmart, and 7- Eleven), 800+ HoReCa destinations (Absolute BBQ, BBQ Nation, Wow Momo), and leading quick commerce platforms such as Blinkit, Zepto, and Swiggy.

Set against the vibrant chaos of urban life, the series captures the duo’s journey to carve a niche in the male-dominated world of craft beer. As they defy norms, bend rules, navigate eccentric encounters, and brew their destiny with style, tenacity, and a whole lot of *jugaad*, *Do You Wanna Partner* serves up a sharp yet heartwarming portrait of female ambition and agency. With its offbeat yet heartwarming storytelling, the series captures the highs, lows, and beautiful mess of building something from scratch.

Produced under the banner of *Dharmatic Entertainment*, the fun and light-hearted series is produced by [Karan Johar](#), [Adar Poonawalla](#) and [Apoorva Mehta](#), executive produced by [Somen Mishra](#) and [Archit Kumar](#), and directed by [Collin D'Cunha](#) and Kumar. *Do You Wanna Partner* is written by [Nandini Gupta](#), [Aarsh Vora](#) and [Mithun Gangopadhyay](#), and created by Gangopadhyay and [Nishant Nayak](#). Starring [Tamannaah Bhatia](#) and [Diana Penty](#) in lead roles, alongside [Jaaved Jaaferi](#), [Nakuul Mehta](#), [Shweta Tiwari](#), [Neeraj Kabi](#), [Sufi Motiwala](#), and [Rannvijay Singha](#)

With the series premiering on 12th September on Prime Video, audiences can now join the celebration by tasting Coolberg Jugaaro in real life – a cultural moment that celebrates mindful drinking, creative storytelling, and women reshaping industries with resilience and innovation.

**Watch the DVC- Link:** <https://www.youtube.com/watch?v=iJPtxpUINNE>

**Coolberg website:** <https://coolberg.in/>

#### **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 fruits and 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 11,000 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:** <https://www.ghodawat.com/>