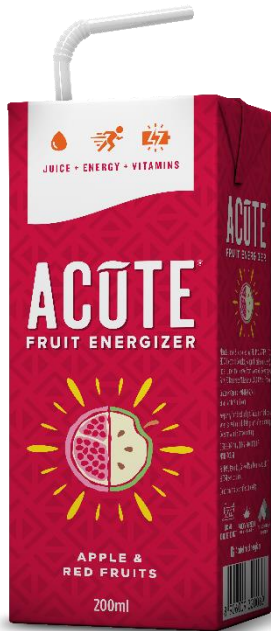


FIL Wins National Award

April 24, 2018

ACŪTE Fruit Energizer, a product of FIL Industries Limited, has been awarded the prestigious 'Product of the Year 2018' award for its product innovation in the beverages category.



This is the first time that a company from J&K has been awarded this national award in the beverages segment, a statement issued by the FIL said.

The survey, conducted by Nielsen, featured consumers from pan-India in a 100 percent face to face interview in the 'Product of the Year 2018' competition, it said.

Director FIL Industries, Syed Owais Altaf represented ACŪTE at an impressive gathering of industry veterans and multinationals at an event felicitating the winners at the Four Seasons Hotel, Worli, Mumbai, recently.

'Product of the Year' is the world's largest consumer-voted award for product innovation. It is an internationally recognised certification that celebrates and rewards the best innovations in consumer products and services," the state reads.

Other companies in India that have won this award include Nestle, Mahindra, Havell's, P&G, etc.

ACŪTE Fruit Energizer is an original creation of FIL Industries Limited in collaboration with Monarch Beverages, France. The brand succeeds in burning borders between the juice category and the energy drinks category to create a new and a healthy way to energise consumers' lives with the combination of tasty flavours, fruit juice, and energy blend," reads the statement. "With no carbonation and innovative on-the-go packaging, ACŪTE Fruit Energizer is ideal for young and dynamic people looking for a refreshing energy boost any time of the day."

Being a part of the new generation of healthy alternative beverages, Acute Fruits Energizers are available currently in "Red Fruits" and "Blackcurrant" flavours, it

said. The company will be launching two new flavours in the upcoming months to have a broader offering in this unique segment.

In addition to ACŪTE Fruit Energizer, FIL Industries also manufactures ready-to-drink juices in several flavours namely Green Apple, Apple, Mango, Guava, Mixed Fruit and Pineapple under its FruitFil brand.
