

FIL Industries Ltd to Introduce First Fruit Energizer in India, Acute Fruit Energizer

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FIL industries limited, a diversified business organization dealing in Agro-Chemicals, Agro-Infrastructure and Food & Beverage is introducing India's first Fruit Energizer- Acute Fruit Energizer, said FIL spokesman. Developed in collaboration with Monarch Beverages (France), Acute Fruit

Energizer, spokesman said is a part of the new generation of healthier alternative beverages.

“Thanks to a unique energizing formula, the beverages offer your body a sustained energy boost. With no carbonation and innovative on-the-go packaging,” spokesman said and added that this is ideal for young, dynamic people looking for a refreshing energy boost any time of the day.

Giving details about the name, spokesman said “the drink was named “Acute Fruit Energizer” as it resonates with the intrinsic quality of the drink “Sharp, serious profound incisive energy out of the fruits”. The drink is made from a combination of Red fruits flavour & Apple Concentrate from the apples of Kashmir Valley, unique Energy Blend that stimulates the body and mixture of vitamins B3, B5, B6 & B12.

The developing partner of the project, Monarch Beverages, spokesman said is an international beverage company based in USA, headquartered in Paris, France. The Monarch portfolio includes more than 100 formulas that span the New Age, Carbonated and Ready-To-Drink beverage categories present in over 50 countries globally. The international experience of Monarch and the deep knowledge of the Indian market by FIL Industries Limited has drawn the framework for a long and sustainable national strategy for Acute Fruit Energizer in India.

Spokesman said that this strategic alliance will reinforce FIL's position as an innovative brand leader; hand in hand, further new concepts will be developed, new flavors will be launched and the brand will be introduced to other states in India in the long term.
