

MEDIA RELEASE**RELIANCE CONSUMER PRODUCTS FORAYS INTO
HEALTHY FUNCTIONAL BEVERAGES****ACQUIRES MAJORITY STAKE IN JV WITH NATUREDGE BEVERAGES**

Bengaluru, 18th August 2025: Reliance Consumer Products Limited (RCPL), the FMCG arm of Reliance Industries Limited (RIL), has forayed into the fast-growing healthy functional beverage space with the acquisition of majority stake in a Joint Venture with Naturedge Beverages Private Limited. Through this JV, RCPL is focused on offering consumers a range of herbal-natural beverages, thus further enhancing its presence as a Total Beverage Company. The healthy functional beverage space presents a large and rapidly expanding opportunity, driven by a strong consumer shift toward healthier, natural alternatives.

Founded in 2018 by Siddhesh Sharma, a third-generation entrepreneur from one of India's most trusted manufacturers of Ayurvedic products - the Baidyanath Group, Naturedge Beverages has since focused on solutions that seamlessly infuse the benefits of Indian Ayurveda and contemporary beverage choices. Its flagship offering "Shunya" is herb-infused functional packaged beverage with zero-sugar & zero calories that has already gained the attention of the consumers across India. Shunya is packed with the goodness of Indian super herbs like Ashwagandha, Brahmi, Khus, Kokum and Green Tea, that provides for that extra boost to help consumers stay ahead.

Ketan Mody, Executive Director, Reliance Consumer Products Limited, said: *"We are pleased to announce this JV as it strengthens our beverage portfolio with the addition of health-focused functional drinks, inspired by Ayurveda. Within a very short span of time, Shunya has gained wide popularity among health-conscious consumers as it offers the benefits of herbs in contemporary formats. It also fits perfectly with RCPL's vision of global providing quality products at affordable prices along with promoting India's legacy. We are delighted to come together with our partner Naturedge Beverages and consumers can now expect more innovation and a wider range of herbal-natural functional beverages in the future."*

Commenting on the development, **Siddhesh Sharma, Director, Naturedge Beverages Private Limited,** stated, *"The partnership with RCPL is a testament of Shunya's rapidly growing acceptability among consumers. With our visions aligned on turning Shunya into a pan-India brand that caters to consumers love for herbal-natural functional beverages that are refreshing and fun-filled at the same time, this is a win-win for us. As we increasingly move towards a challenging lifestyle, super-herbs like Ashwagandha and Brahmi not only act as natural stress-relievers but also boost strength, stamina and focus. Through this JV, Shunya will be made available to consumers across India through RCPL's wide network of distribution and supply chain."*

RCPL is on a mission to transform the beverages experience for Indian since its inception 2022. Apart from rapidly expanding its portfolio through key acquisitions like Campa, launch of Campa Energy and Raskik beverages, the addition of Shunya in RCPL's portfolio of brands further reaffirms its commitment to offering consumers a total beverage portfolio. This partnership would enable RCPL to expand the beverages portfolio by adding healthy product offerings, including Energy drinks, Stills, Energy Shots, Herb-infused water, among others.

About Reliance Consumer Products Limited (RCPL):

Reliance Consumer Products Limited (RCPL), the FMCG arm of Reliance Industries Limited (RIL), is on a mission to empower the everyday life of consumers. With a strong commitment to innovation and consumer satisfaction, RCPL blends global standards with local insights to create products that resonate with consumers while being accessible to everyone at honest prices and within an arm's length of desire. Backed by the robust infrastructure and trust of RIL, the company aims to offer solutions that cater to the evolving needs of consumers, fostering long-term relationships with communities and contributing to the nation's growth. RCPL is on a journey of shaping the future of the consumer goods industry by meeting the diverse needs of households and communities, offering solutions that are world-class, trusted, value-driven and reflect the evolving lifestyle of today's consumer.

About Naturededge Beverages Private Limited:

Naturededge Beverages is a leading innovator in India's functional beverage space, with a vision to scale globally. Since 2018, our brands Shunya and Armour have been redefining the beverage category creating delicious, better-for-you alternatives to sugar-laden drinks.

Driven by in-house expertise in formulation, R&D, and ingredient innovation, we craft products that combine taste with real health benefits, setting new benchmarks in the market.

With roots in the wellness legacy of the 100+ year old Baidyanath Group, Naturededge builds on generations of knowledge while applying modern science and advanced manufacturing to meet the needs of today's health-conscious consumer.

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