

Coca-Cola India launches sports beverage Powerade

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The launch of Powerade symbolizes Coca-Cola India's entry into the nascent category of sports hydration.



In-line with its endeavor to provide a spectrum of beverage choices to the consumers, Coca-Cola India has launched 'Powerade', a sports beverage that delivers quick hydration and powers athletes and fitness enthusiasts. Powerade will be endorsed by ace cricketer and athlete par excellence, Mahendra Singh Dhoni. Powerade is also the official sports drink of the ICC Cricket World Cup 2019, owning the athlete training zones and Hydration Break during matches- "Powered by Powerade".

The launch of Powerade symbolizes Coca-Cola India's entry into the nascent category of sports hydration. Powerade has been specially formulated with ION4 (Sodium, Potassium, Magnesium and Calcium) to give that extra powerful push required during a high-performance fitness activity or endurance sports. The beverage contains a good balance of carbohydrates and electrolytes that enables quick fluid absorption and retention, provides higher energy leading to enhanced performance and faster recovery for athletes during intense physical activity.

Highlighting the thought behind the launch of Powerade in India, Anoop Manohar, Director – Emerging Categories, Coca-Cola India, said, "The launch reiterates our strategy to drive growth by expanding our category play and offer consumers more of the beverages they want for every occasion in their lives. As a consumer-centric company, we continuously listen to the consumers, and our research has shown that a growing population of sports and fitness enthusiasts in India are looking for evolved hydration solutions that help them perform better. Powerade is a global sports hydration brand from The Coca-Cola Company's portfolio which fuels fitness and sports enthusiasts, and helps them push their limits."

Speaking on the association, Cricketer Mahendra Singh Dhoni, said, "Sports is at the core of who I am and defines me as a person. Building endurance and reaching the peak performance is an integral part of the game we play. With Powerade now in India, athletes and fitness enthusiasts will be able to fight exhaustion and elevate their performance. I am happy to be associated with a brand that's been developed with sports scientists to level up our performance. So power on!"

Arun Pandey, Chairman & MD Rhiti Group said, "We are thrilled in getting this association of two power brands coming together. Both brands complement each other. Wishing Powerade a very successful launch into the Indian market and looking forward to some exciting times ahead."

Priced at INR 50/- for 500 ml PET, Powerade comes in refreshing Mountain Blast and Orange surge flavours. The sports drink has been developed alongside sports scientists. With no added sugar, Powerade will be an apt choice of hydration for the calorie conscious consumers.

About Powerade

Powerade is a global brand that delivers hydration and fuels athletes and fitness enthusiasts. Powerade has USD \$2 billion annual sales and it is available in 80+ countries.