

Australia Essence brings authentic Australian premium brands to India

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Australia Essence, a global house of brands platform, has announced its entry into the Indian market with nine premium Australian brands, marking a significant step in strengthening trade and economic ties between the two nations. Tim Thomas, CEO, and Steve Waugh, Australian Cricket Legend, founded Australia Essence.

The introductory brand portfolio includes high quality and innovative Australian products across gourmet ingredients (Pukara Estate), specialty therapeutic honey (Bee-Fused Honey Co, ritual gifting with authentic Australian sandalwood (Silvalis), high performance apparel (SA1NT and Star Grip Socks), sunglasses (Carve), premium alkaline water (Alka Power), protein rich snacks (Blue Dinosaur), and plant-based dairy alternatives (OMG).

Building on this, Australia Essence plans to scale up across food, beverage, wellness and lifestyle to offer India's premium customers unique experiences and product features that mark the true spirit of Australia in provenance and trusted supply chains.

Through a hybrid go-to-market approach that combines retail partnerships, hospitality tie-ups, and selective direct-to-consumer initiatives, Australia Essence will build long-term brand equity for Australian product owners who have enjoyed popularity and success in the Australian market and other premium markets. A structured and deliberately strategic market entry approach is designed to ensure scalability across metros and Tier-II cities, as digital adoption continues to accelerate demand for premium offerings nationwide.

At the launch of the Australian Essence, Tim Thomas, Founding CEO, said, "India is one of the most dynamic consumer markets globally with the premiumisation economy as a key growth engine. With Australia Essence, we are bringing more than distribution; we are building a cultural pathway for Australian brands to thrive here. Our focus is on authenticity, storytelling and execution excellence, ensuring long-term success for our portfolio in India. There is so much that naturally binds our two nations together and we believe this platform can help translate the trust in the relationship to tangible commercial outcomes"