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RCPL Strengthens Overseas Growth Strategy with Goodness Group Acquisition

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Reliance Consumer Products Limited (RCPL), the FMCG arm of Reliance Industries Limited, has acquired a majority stake in Australiaâ??s popular â??Better-For-Youâ?? beverage business Goodness Group Global Pty. Ltd. (GGG). The landmark deal marks RCPLâ??s entry into the burgeoning consumer goods market in Australia, while reaffirming its commitment to deliver the â??global quality at an affordable priceâ??.

Under the Strategic Partnership, RCPL will help promote Goodness Groupâ??s flagship healthy beverages brands like Nexba and PACE - a hydration brand co-created with Australian cricket captain Pat Cummins- across newer markets, including India.

The partnership further strengthens RCPLâ??s efforts in developing a health-based beverages portfolio and solidifies its position as a rapidly emerging global FMCG player from India. The company has already forayed into key global markets like the UAE, Qatar, Oman, Bahrain, Nepal and Sri Lanka. RCPL has a strong portfolio of healthy beverages like RasKik & Sun Crush juices, zero-sugar CSDs and herbal-natural beverage brand Shunya.

T. Krishnakumar, Director, Reliance Consumer Products Limited, said, â??This strategic partnership is a bold step towards establishing RCPL as a global FMCG company from India. The addition of GGGâ??s health-focused consumer brands like Nexba and PACE will add strength to RCPLâ??s healthy beverages portfolio. With our strong supply chain and distribution capabilities, RCPL will ensure the expansion of GGGâ??s brands across newer markets and wide availability in India. This move will further help RCPL meet its promise of making the global quality accessible to everyone.â?

Commenting on the partnership, Troy Douglas, Founder, Goodness Group, stated, â??We are thrilled that our brands and innovation have resonated so strongly and that our strategic partner RCPL recognises the business opportunity for us all. RCPL is one of the fastest-growing players and a leading FMCG company. In RCPL, we have found an incredibly strong and sophisticated partner as part of our evolution as we become a global player in up to 50 Western markets over the next five years. This partnership will provide an opportunity for the business to become the global leader in the â??Better-For-Youâ?? category.â?•