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Varun Beverages strengthens South Africa presence with Twizza acquisition

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Varun Beverages Ltd (VBL) has completed the acquisition of South Africa-based soft drinks manufacturer Twizza through its subsidiary, marking a significant step in expanding its footprint in the African market.

In a regulatory filing, the company said its South Africa-based arm, The Beverage Company, has acquired 100 per cent share capital of Twizza at an enterprise value of ZAR 2,053 million (approximately Rs 11,398 million). Following the transaction, Twizza has become a step-down subsidiary of VBL effective March 18, 2026.

The acquisition builds on VBLâ??s earlier entry into South Africa in December 2023, when it acquired The Beverage Company, which holds franchise rights for PepsiCo products across South Africa, Lesotho and Eswatini, along with distribution rights in Namibia and Botswana.

Founded in 2003, Twizza manufactures a range of beverages including carbonated soft drinks, energy drinks and mixers. The company operates three production facilities in Cape Town, Queenstown and Middelburg, with a combined annual capacity of around 100 million 8oz cases. Its products are distributed across South Africa and exported to neighbouring markets such as Lesotho, Eswatini, Botswana and Namibia.

Separately, VBL has also announced plans to acquire Crickley Dairy from Clark Holdings in a deal valued at ZAR 238 million (approximately $14.3 million). The move is aimed at diversifying its portfolio into value-added dairy and juice-based beverages.

Established in 1984, Crickley Dairy produces a range of dairy products including milk, cheese and yoghurt, along with soft drinks. Its products are sold through major South African retail chains such as Pick'n Pay, Shoprite and Spar.

The company said the dairy acquisition aligns with its broader strategy to expand into new beverage categories and strengthen its presence in high-growth international markets.

With these back-to-back deals, Varun Beverages is accelerating its expansion in Africa, leveraging established brands, manufacturing capabilities and distribution networks to build a diversified beverage portfolio in the region.