

Otsuka Pharma launches Oronamin C drink in Indonesia

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The 120-ml carbonated energy drink, which contains vitamin C equivalent to 11 lemons, B2 and B6, as well as other nutrients, is available with a price tag of 5,000 rupiah (34 cents) at various retailers from supermarkets to traditional markets.

The company declined to disclose the level of investment and production capacity for the beverage at the plant in Sukabumi Regency, West Java Province, which also produces nutraceutical drinks such as Pocari Sweat and its low calorie variation — ion water.