



RIO IS YOU. YOU ARE RIO.
DARING. INNOVATIVE. FRESH.

***AB THODE KAAM KI
BAAT HO JAAYE?***

OLD



TO

*NEWER IDEAS ON PAPER,
TO THE SHELVES OF RETAILERS.*



WHAT IS OUR PHILOSOPHY? **YOUTHFUL. UNUSUAL.**

Opportunities knock only if you are listening. When teenagers weren't a priority for other fizzy drinks, we made them ours!

And just like that, an opportunity was created!

Our design, communication, and flavours revolved around the young mind. We look at those corners where unusual talent
bhare rehte hai.

Our new avatar speaks our ideas.

To know more about what we stand for

[CLICK HERE](#)

WE ARE **THE OPPORTUNITY CREATORS**

To know more about Rio Innobev

[CLICK HERE](#)

BEHIND THE PHILOSOPHY: *OUR LEADERS*

RAHUL SANGOI
Co-founder and CEO

RAJIV SANGOI
Co-Founder (Production and R&D)

ROHAN SANGOI
Co-Founder (Marketing and Branding)

PANKAJ ENGINEER
Sales and Distribution



To know more about Our Leaders

[VISIT OUR WEBSITE](#)

RIO INNOBEV:

A PAN-INDIA COMPANY



Launched:
2011



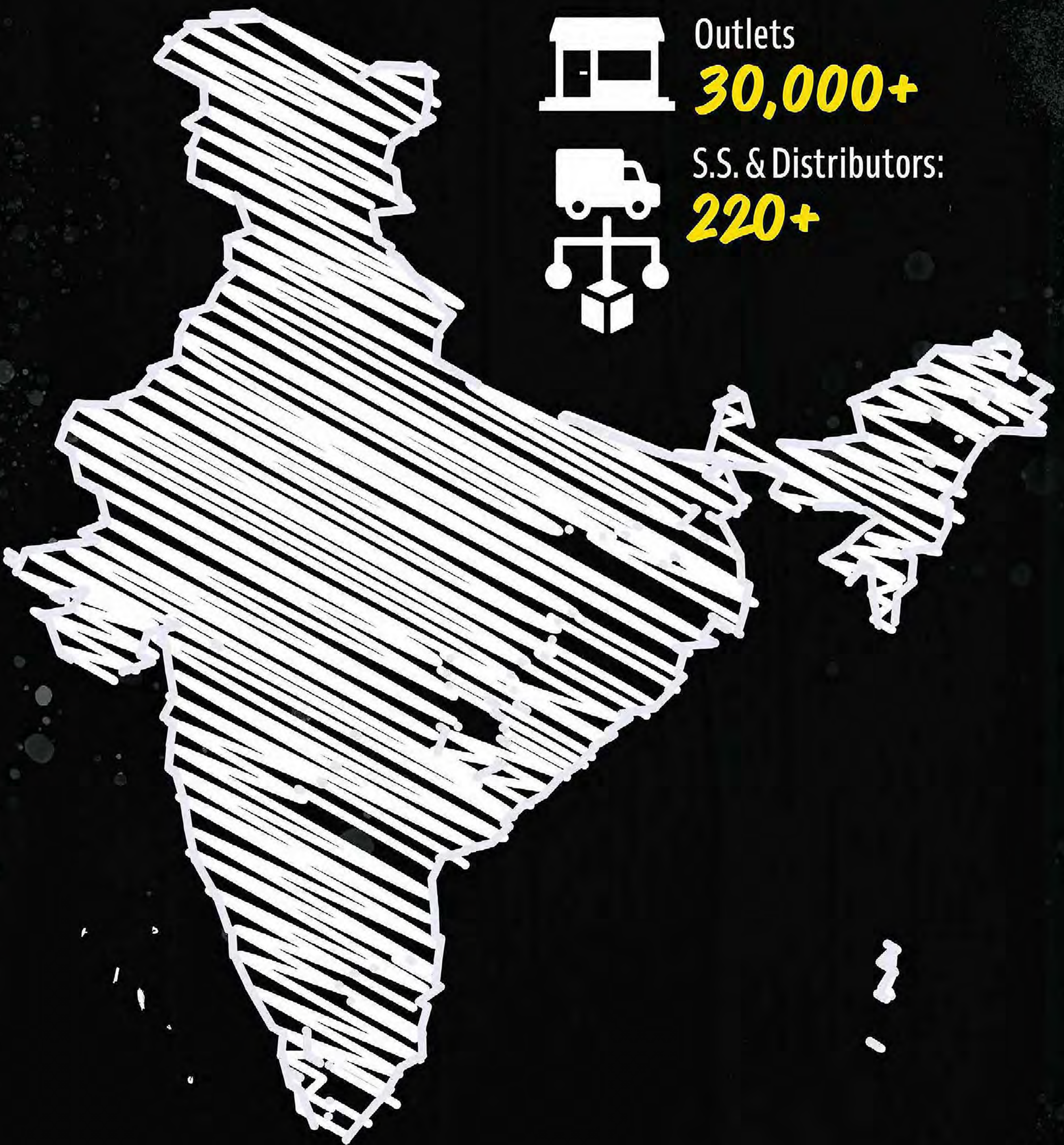
Cities Served
50+



Outlets
30,000+



S.S. & Distributors:
220+



Want to know more?

[CALL OUR SALES TEAM](#)

INTRODUCING
RIO BUBBLY FRUIT DRINK:

**TRULY
ZAPANG!**



WHAT IS ZAPANG?

**UNIQUE THOUGHT,
UNLIKELY FUSION!**

When mix and match
is your thing,
Choosing is extremely boring,
So you go ahead and fuse,
Like Rio's anokha fizz+fruit,
That's Zapang!





WHAT IS IT?

EXOTIC FRUITS+FIZZ = ZAPANG!

M.R.P.:

₹40 = HAPPY CUSTOMERS

WHAT MAKES IT HATKE?

VIBRANT PACKAGING = VIBRANT FLAVOURS!

OUR PACKAGING:

GRAFFITI ON OUR 250ML CANS =
MASHUP OF YOUNG, UNIQUE AND STREET!

KEY INGREDIENTS

ENHANCED WITH HONEY + VITAMIN C
+ NO CAFFEINE = RIO BUBBLY FRUIT DRINK!

Bulk packaging: 24 cans per carton

Want to know more?

[CALL OUR SALES TEAM](#)

WHAT ARE OUR FLAVOURS?

VIBRANT FIZZY.
BUBBLY TASTE.



NAME: *ACAI VIBE*

ORIGIN: *SOUTH AMERICA*

ABILITY: Acai (pronounced Aa-sigh-ee) is an exotic fruit from South America! Sweet and refreshing, the flavours just vibe with any mood.



NAME: *WILDBERRY BUZZ*

ORIGIN: *VARIOUS COUNTRIES*

ABILITY: Charming and naughty, these wild berries have a bold and unique flavour.



NAME: *MANGO SHUFFLE*

ORIGIN: *INDIA*

ABILITY: This tangy-sweet combo of raw mango and fizz gives raw mango a whole new outlook!



NAME: *APPLE FUNK*

ORIGIN: *AUSTRALIA*

ABILITY: Another sweet-and-sour combo, green apple and fizz is the most refreshing thing ever!



NAME: *PEACHBERRY BOUNCE*

ORIGIN: *SPAIN AND USA*

ABILITY: An unlikely fusion of peaches and blueberries. A first of its kind refreshing drink!



NAME: *PASSION SWING*

ORIGIN: *SOUTH AMERICA*

ABILITY: An exotic taste, passion fruit is zesty and sweet, making it a passionate winner of hearts!

**SMASHING
NEW
DEBUT**



NAME: GUAVA GROOVE

ORIGIN: INDIA

ABILITY: New to the Rio family, the tangy and sweet flavour of pink guava is a whole new feeling!

WHAT IS RIO GO?

SMALL GULPS.
LARGE SAVINGS.

For the "fridge me rakhke baad me peeta
hun" types or drink on the go types,
the Rio Go PET bottles are perfect for them!
Sip, save or chug: it's their choice!

Bulk packaging: 28 bottles per carton

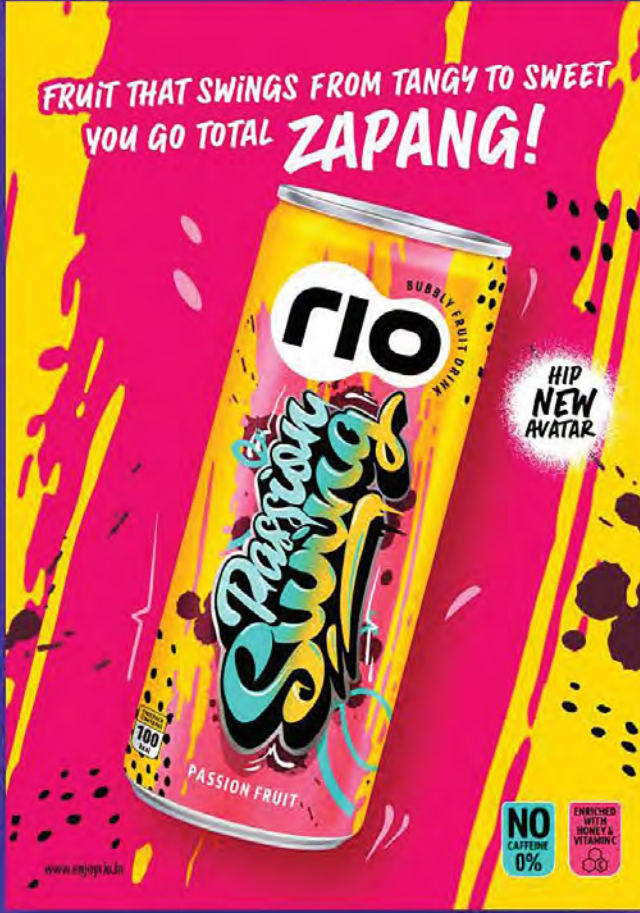
MRP: ₹25 only per bottle!

Six Flavours Available : Acai Vibe, Mango Shuffle,
Wildberry Buzz, Passion Swing, Peachberry Bounce,
Guava Groove.



BUBBLY FRUIT DRINK POSM: VIBRANT & HATKE!

POSTERS:



DEALER BOARD:



BUBBLY FRUIT DRINK

FRUIT MEETS FIZZY!
OH ZAPANG!



HIP NEW AVATARS

MAHARASHTRA GENERAL STORE

DANGLERS:



SHELF STRIP:



PRODUCT RANGE POSTER:



RIO BOOM:

ROK KE TOH
DEKH!



WHAT IS:

ROK KE TOH DEKH!

*AN ATTITUDE.
A LIFESTYLE.*

Barriers are meant to be broken

Rok ke toh dekh is an unstoppable attitude,

It is a path-breaking lifestyle,

It is when a woman overcomes obstacles in a
male-dominated sport.

Or a breakdancer goes through saalo ki training to
express themselves!

It is a way of life!

WHAT IS BOOM ENERGY DRINK?
POWERFUL DRINK.
REFRESHING ENERGY.



WHY RIO BOOM?
POWERFUL DRINK + DHAMAKEDAAR PRICE =
RIO BOOM!

M.R.P.:
₹ 55 = COMPETITIVE PRICE

RIO BOOM:
POWERFUL PACKAGING + ENERGY DRINK =
ROK KE TOH DEKH

OUR INGREDIENTS:
CAFFEINE + TAURINE + VITAMIN B & C =
FULL-TO ENERGY ALL DAY LONG!

OUR CANS:
250ML = MAX OUT ENERGY IN A CAN

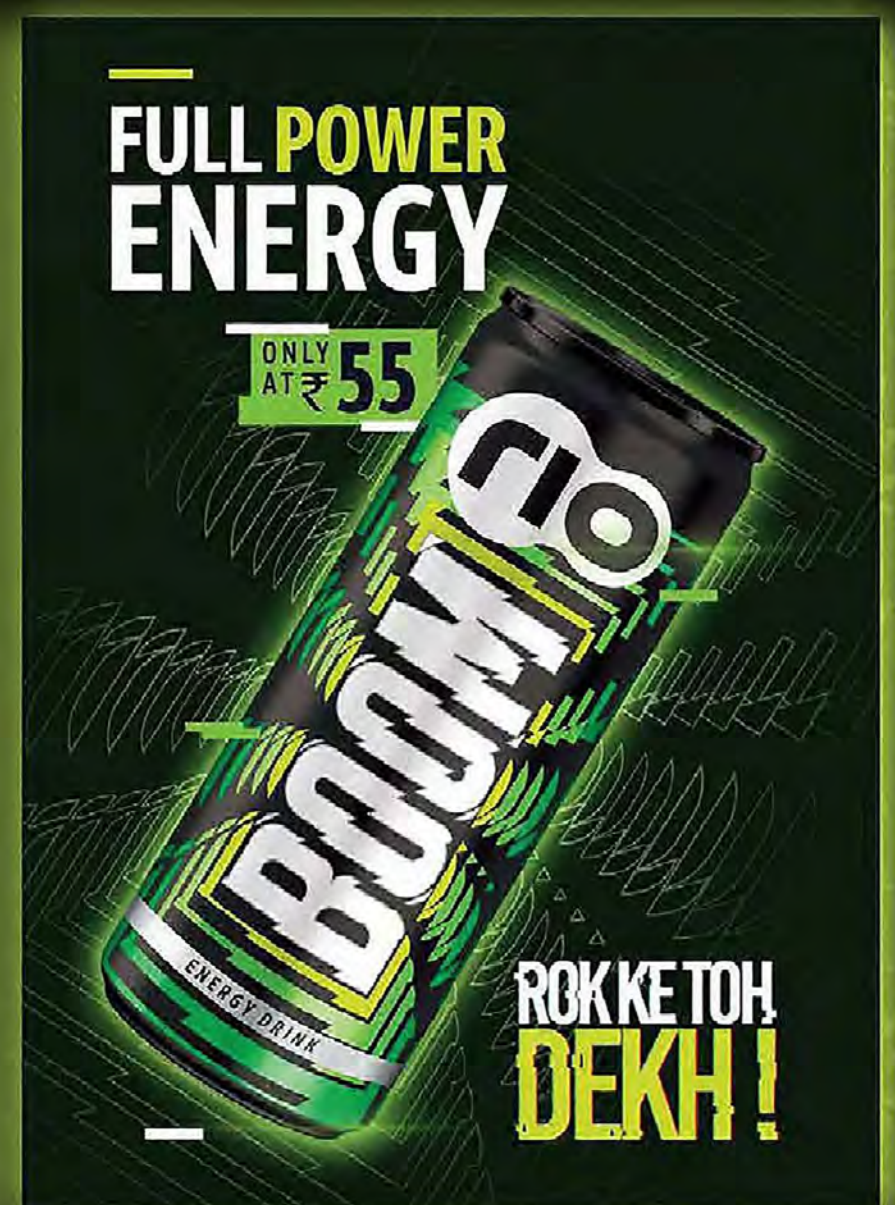
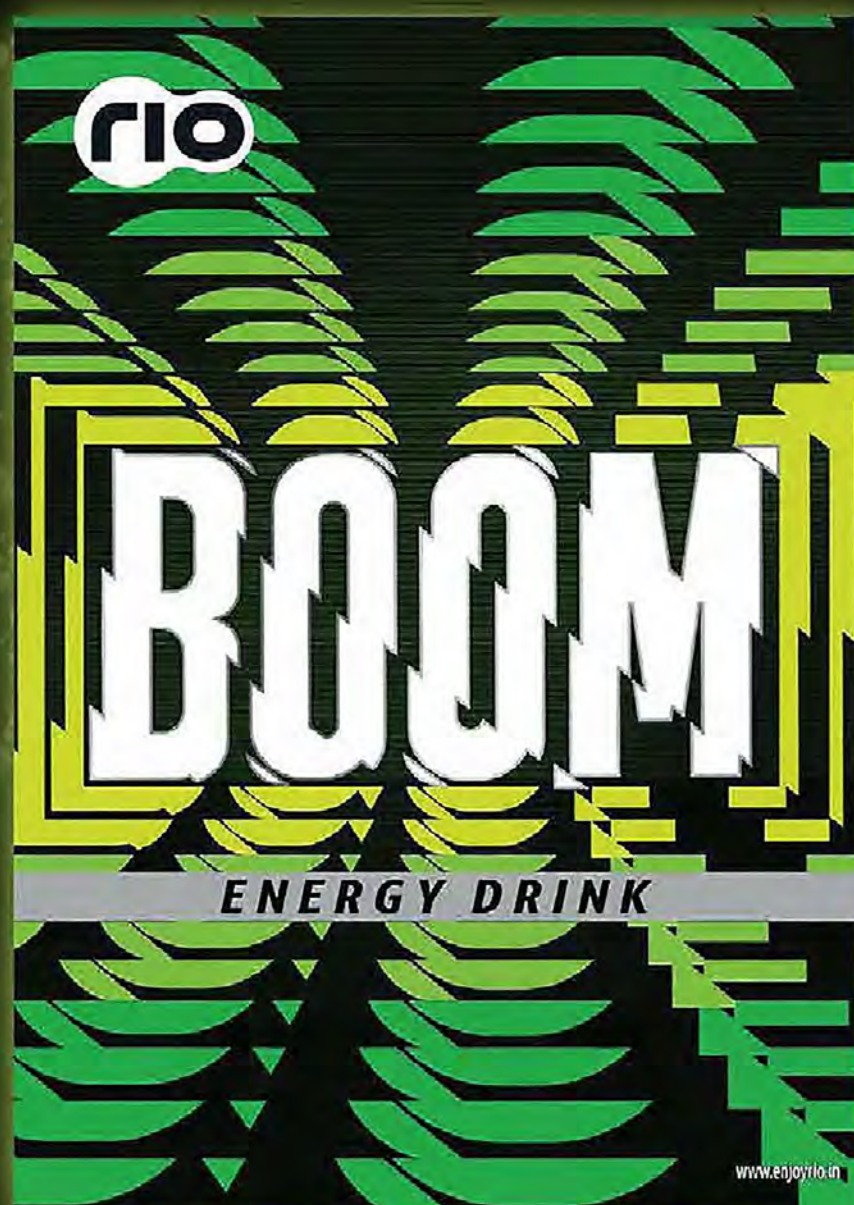
Bulk packaging: 24 cans per carton

Want to know more?

[**CALL OUR SALES TEAM**](#)

BOOM POSM: *ENERGETIC & INSPIRING!*

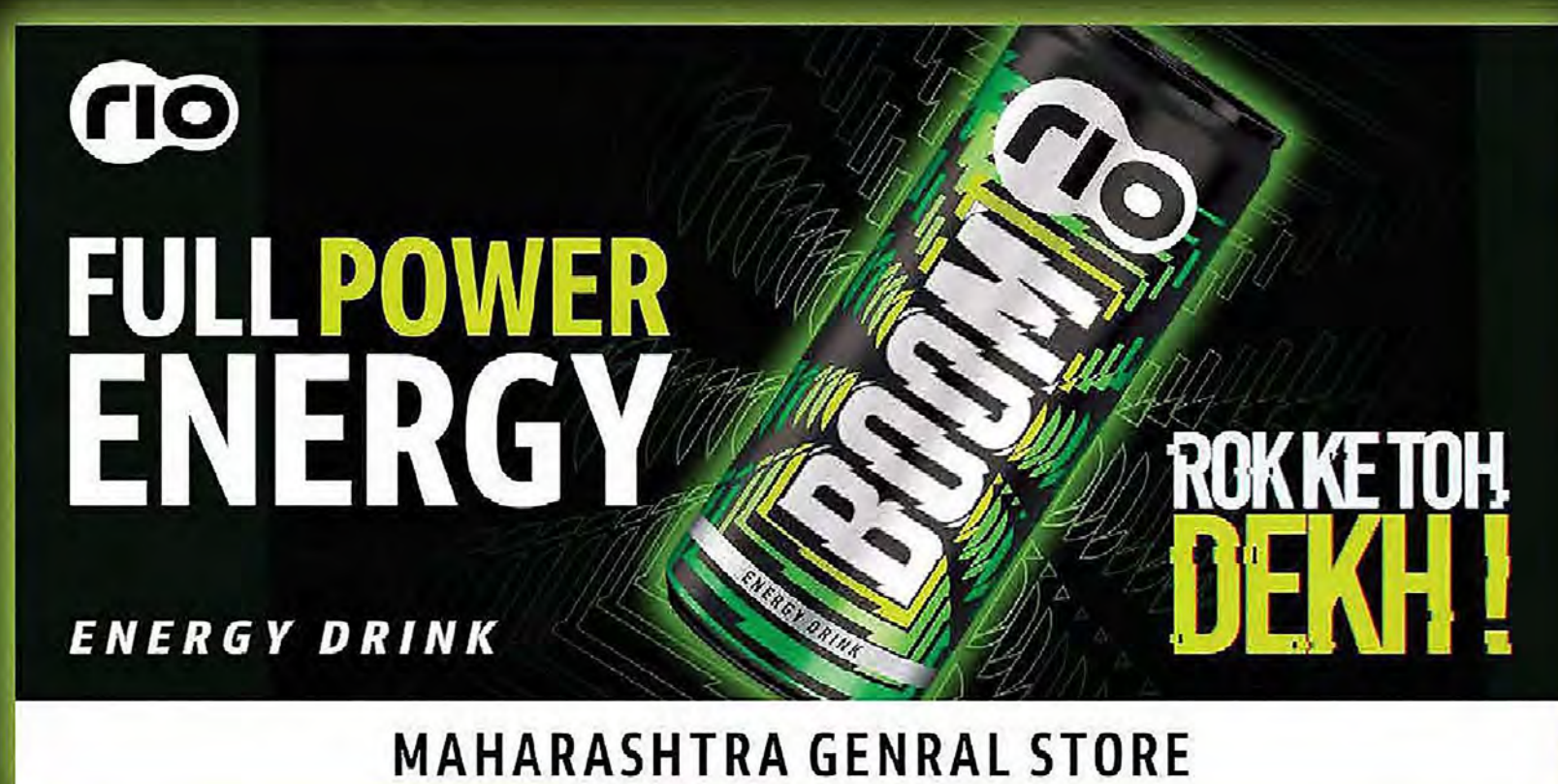
POSTERS:



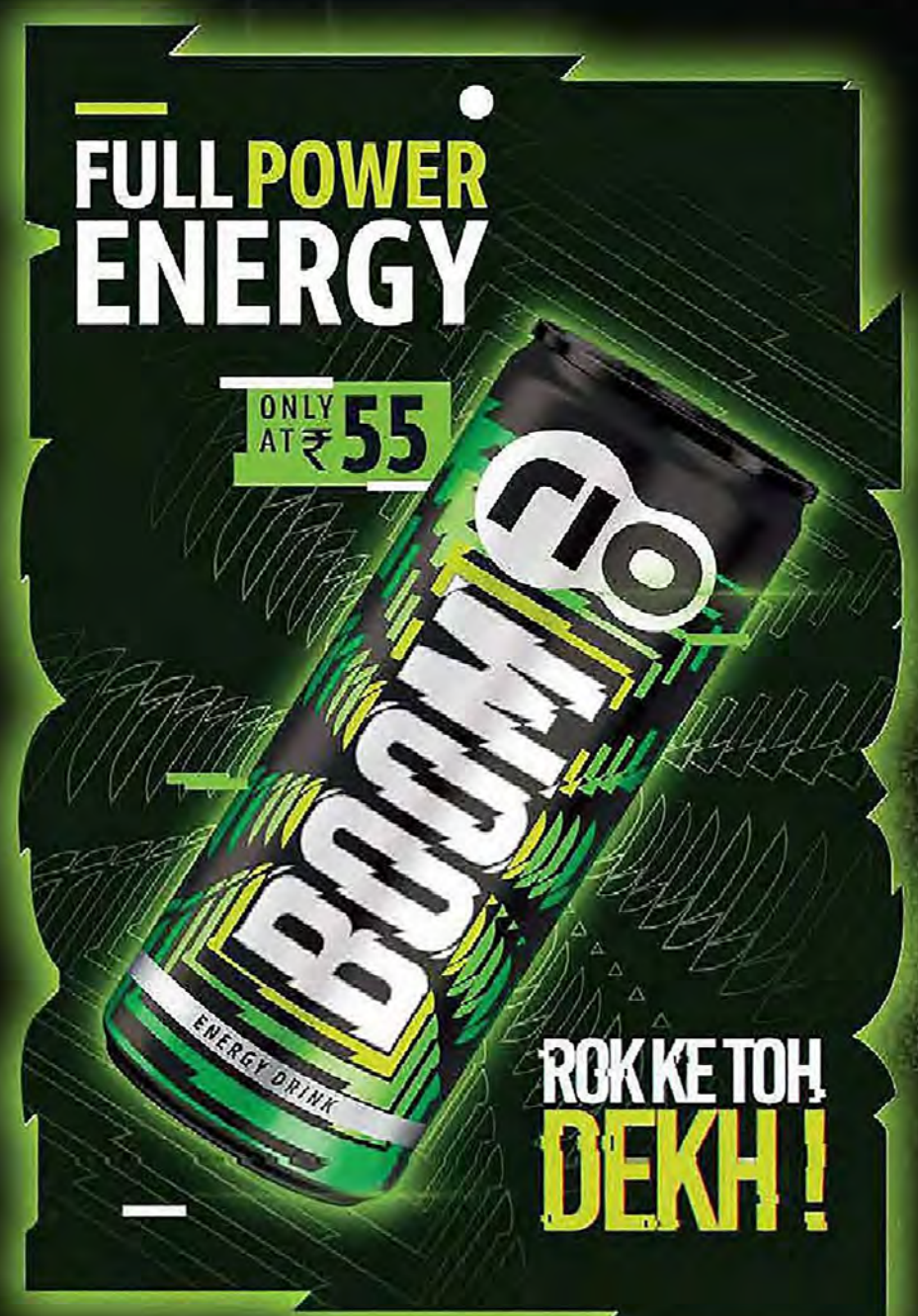
SHELF STRIP:



DEALER BOARD:



DANGLER:



RIO EVENTS: *TODU & DHAMAKEDAAR!*

Online or on stage, our events are memories in the making:
always quirky, fun and exciting.







Want to know more?

[CALL OUR SALES TEAM](#)

Note: These are old BOOM and Bubbly Fruit Drink packaging. Refer to the news cans on the respective brand pages.

OUR PRODUCTION FACILITY: *TOP CLASS!*



Our state-of-the-art facility in Pune has a fully integrated beverage platform!



We have in-house flavour development and manufacturing!



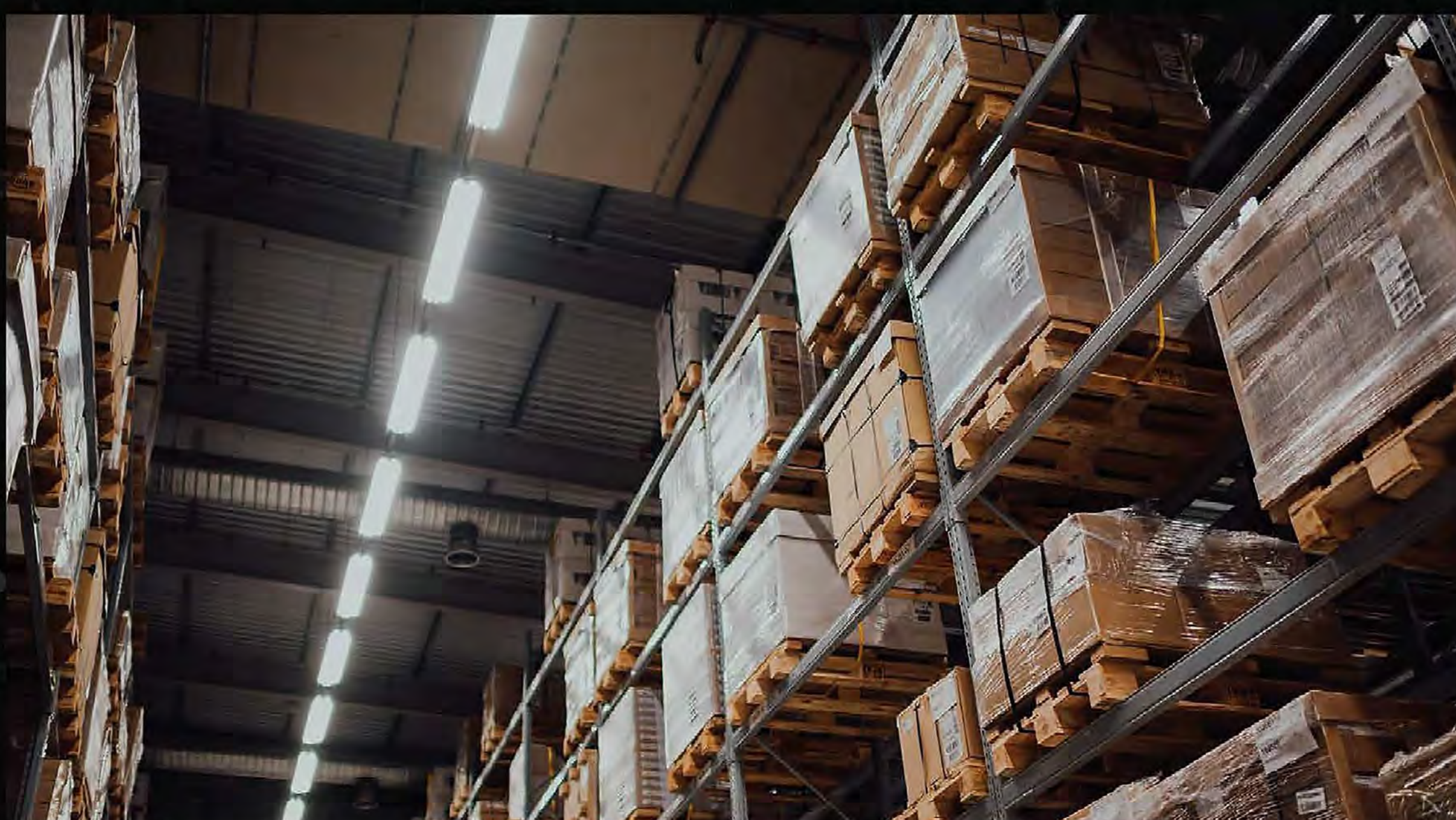
Our machines can roll out 120 cans per minute!
It doesn't get much faster than that!



Fully Equipped Q.C Department



And an extensive retail display presence!



We have warehouses in Pune and Bhiwandi
that house our cans!

Want to know more?

[CALL OUR SALES TEAM](#)

TESTIMONIALS:

OUR INSPIRATION TO GROW

WHAT OUR CHANNEL PARTNERS SAY:



The experience has been like a family, the team encourages experimentation, is open to suggestions and never says no to any innovative idea. The commitment of leadership is very high and they are eager to hear feedback and make sure that they personally visit the markets and discuss everything with us.

SANJEEV SONI (Super Stockist- Gujarat)



It has been a very positive experience, I can always count on the team to get work done on time. Working with the team feels like working with my own family. The company and sales support are always available and the company also undertakes a lot of POSM promotions that really help my business. The team conducts business with transparency.

JITENDRA CHAUDHARY
(Distributor- Pune)



There is never any pressure in working with RIO. The business is conducted in a very smooth way. Damage claims and goods replacement facilities have also always been very convenient which is a very important thing for me. 'Deliveries are made on time and there is always ample staff available.

HARESH MADHYAN
(Distributor- Mumbai)



I am optimistic that the Brand BOOM, will also succeed as greatly as the brand Fusion, with time.

RUPESH AMBOLKAR
(Super Stockist- Raigad District)

WHAT OUR CONSUMERS SAY:

I really liked the new Rio Guava Groove. It was really refreshing and fruity just as it says on the can. Not many drinks contain what they mention on the cans. So please always continue making this drink.

MAANAV SHAH (Consumer)

Ever since I tried Rio I have to say I've been in love. I have tried almost every flavour. Wildberry Buzz & Peachberry Bounce are my favourite. I always loved Rio and specifically visit the outlets nearby to drink some.

Keep up the good work!

SANVED (Consumer)

Hi there,

I'm writing this cause I enjoy your product Rio BOOM, it's literally my favourite drink in the whole world, I'm not even exaggerating. I'm a college student and Rio BOOM helps me stay up at night to study. Thank you so much for coming up with it.

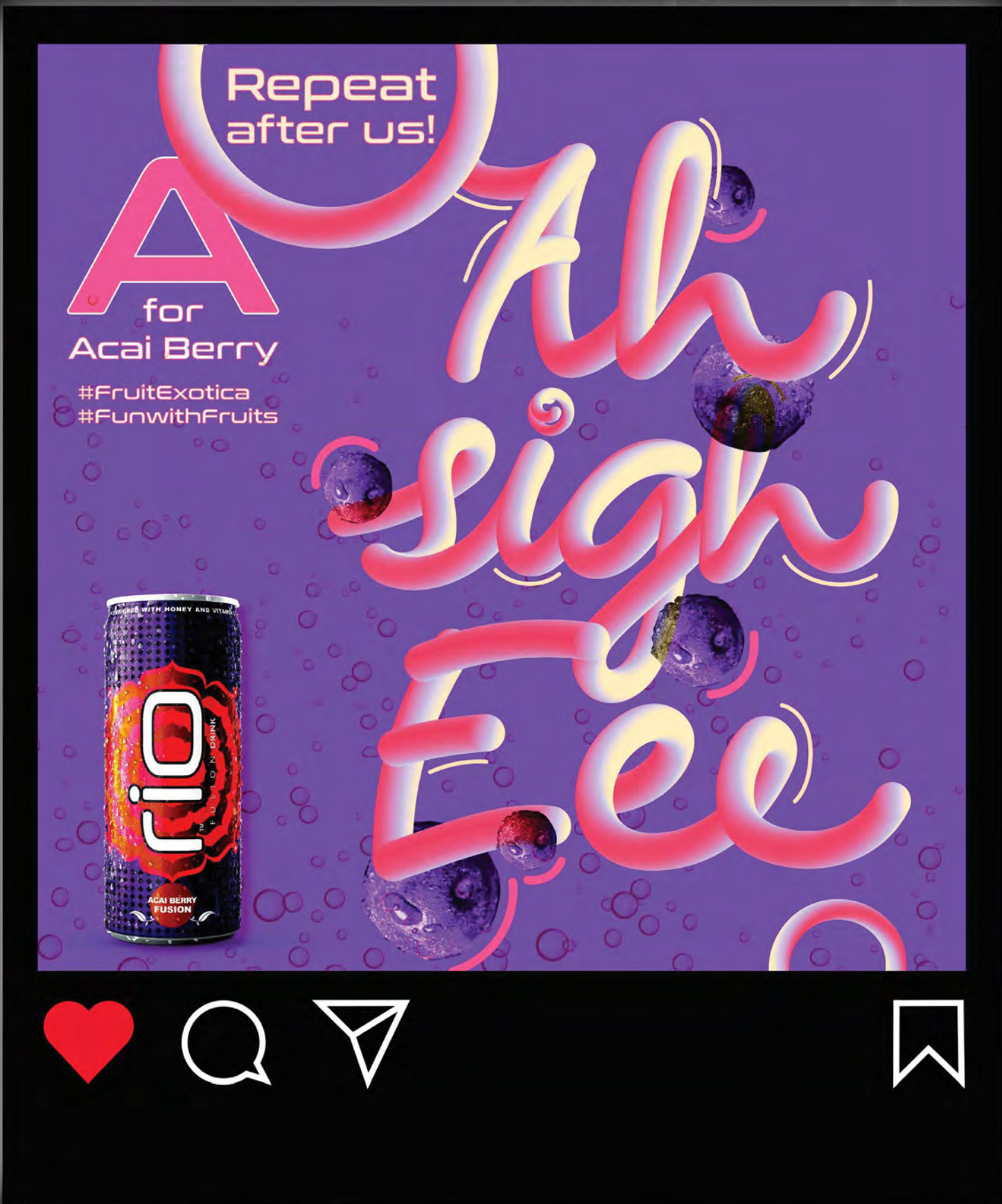
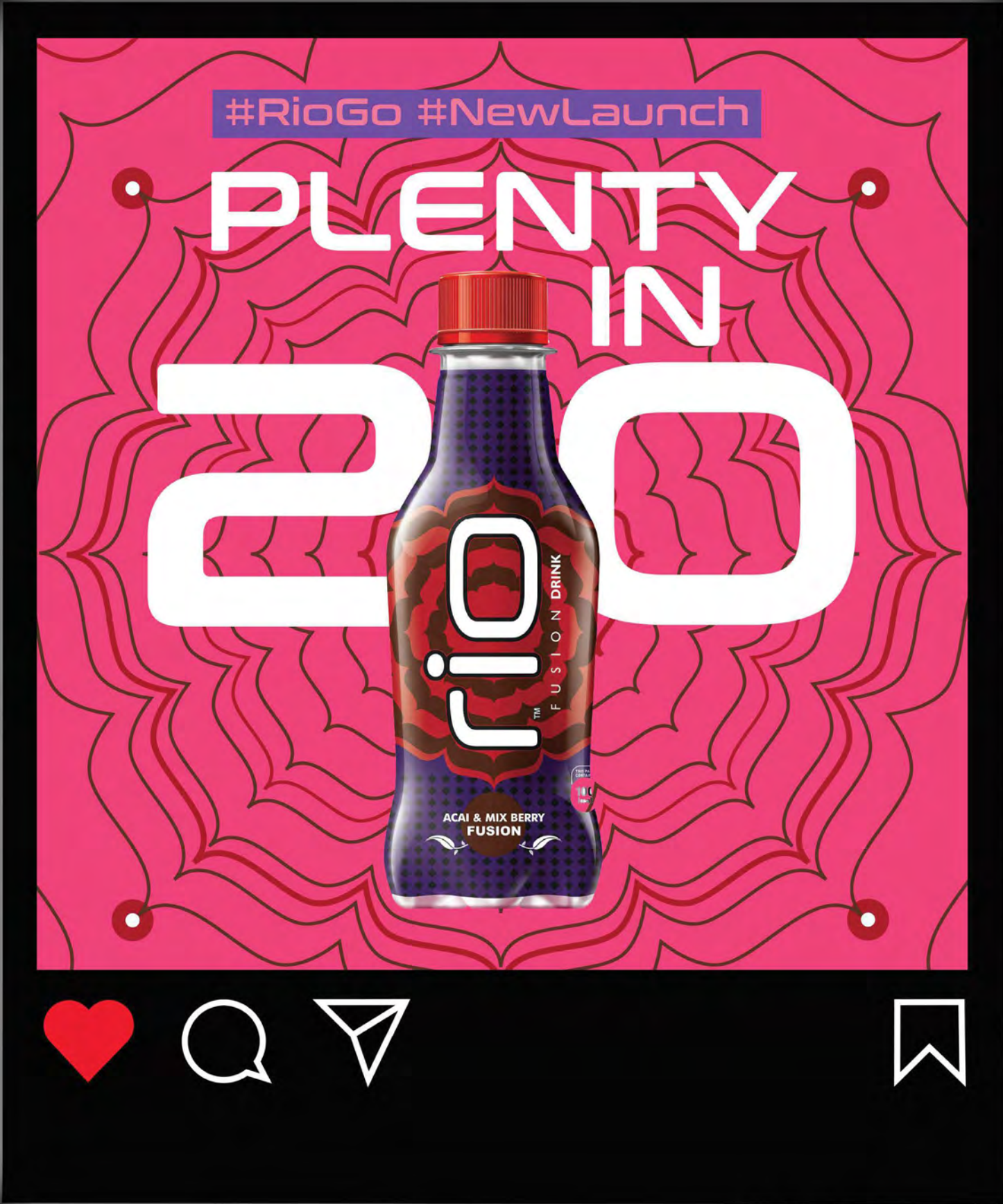
I love you guys.

NIKHITA BHANDARY (Consumer)

Want to know more?

[CALL OUR SALES TEAM](#)

OUR SOCIAL MEDIA PRESENCE:
EXCITING & FUN!



Excited for more? Follow our social media page.

BUBBLY FRUIT DRINK



Excited for more? Follow our social media page.

[BOOM](#)

MAZZA AAYA? TOH PHONE KARO!

Why wait to become a partner of a growing distributor chain? For offers, awards, and queries, contact us here:

www.enjoyrio.in

info@enjoyrio.in

[Pune Office](#)

[Mumbai Office](#)

[WhatsApp](#)

PUNE HEADQUARTERS
RIO INNOBEV,
Final Plot No. 4, Sub Plot No. 2,
Ramtekdi Industrial Area, Hadapsar,
Pune, Maharashtra 411028.

MUMBAI OFFICE
G-1, AMI Ramkrishna 11,
Happy Home Society, Nehru Road
Opp. Dominos,
Vile Parle (E) Mumbai- 400057