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# JIVO Wellness enters beverage and breakfast market

New Delhi based JIVO Wellness has recently announced a new product range, including Organic Basmati Rice, Muesli Munch, Choco flakes, Desi Ghee, A2 Organic Desi Ghee, and Wheatgrass Summer Drink.

By **Pooja Yadav** | March 18, 2021




jivo-wellness-enters-beverage-and-breakfast-market

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**Continues its quest for healthy alternatives**

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With the launch of new products, the company is entering the beverage and breakfast market. For the distribution of the products, the company has tied up with major e-commerce platforms and superstores. With this launch, the company is targeting 15-20 per cent share of the health beverage market.

New products include wheatgrass Drink, organic Basmati rice, muesli munch, choco flakes, desi ghee and A2 organic desi ghee.

Gurpreet Singh, Managing Director, JIVO Wellness Pvt. Ltd, said, “We are already leading in the Canola Oil market with a share of around 80% percent. We realized there is a lack of healthy soft beverage options in the market. The potential it holds is huge and people are looking for products that can help them boost their immunity and wheatgrass drink is the best option for that. For us, purity is sacrosanct and our new offerings are produced under strict guidelines.”

Inspired by the idea of *Let nature reclaim you*, the products are all set to hit the market by April 2021. The products will be available on JIVO’s official website and general stores along with major e-commerce platforms including Big Basket, Grofers, Amazon, Flipkart etc.

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