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Coca-Cola India unveils first-ever bluetooth-enabled locked bottle

In a first, Coke has launched a limited edition gift bottle that the recipient can only open in the presence of its sender

By **Manbeena Chawla** | October 13, 2022



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Coca-Cola India has rolled out a technological product innovation - a locked Coke, which is a limited edition bottle of the beverage for the festive season. The ‘locked’ bottle is fitted with a special Bluetooth-enabled cap, that is programmed to open only in the presence of the sender’s mobile phone.

This is a first-of-its-kind product innovation by Coke in India. The bottle can be ordered via a microsite by filling in the gift recipient’s residential address and a customized festive wish or message. The recipients will then receive the customized bottle via delivery, which will be pre-programmed to detect the presence of the sender’s mobile phone in order for it to be unlocked. This unique bottle acts as a symbolic reminder of a promise made to meet in person.

Kaushik Prasad, Director, Marketing, brand Coca-Cola, said, “Digital enablement and product innovation are key pillars of growth for us at Coca-Cola, and our new ‘locked’ bottle perfectly aligns with this strategy. "

Image credit- businesswire

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