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Clear Premium launches its ‘NU’ brand in India

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By **Shraddha Warde** | September 26, 2023



Clear Water 'NU' Image

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Clear Premium Water has made a significant announcement on the launch of its natural mineral water brand 'NUbyClear' in India.

NU is positioned as a premium offering by Clear Premium Water, which is a range of natural mineral water, bottled at the source, boasting the goodness of natural mineral compositions such as calcium, bicarbonate, magnesium, fluorides, sodium, chlorides, potassium, nitrates, and alkalinity of 7.70 ±.

NU is poised to delight a discerning clientele encompassing upscale dining establishments, luxurious hotels, trendy cafes, renowned restaurants, exclusive clubs, airports, and more across Delhi/NCR, Mumbai, Gujarat, and Uttar Pradesh.

Nayan Shah, Founder & CEO, of the driving force behind Clear Premium Water, expressed, “In the wake of the post-COVID era, it has become evident that people are increasingly gravitating towards healthier lifestyle choices. Simultaneously, there has been a notable surge in spending within this particular sector. Recognizing this burgeoning trend, we seized the opportunity to introduce NU as a distinct product line tailored to the discerning tastes of the elite consumer segment.”

CLEAR's unwavering dedication to quality shines through its impressive array of certifications, which includes ISO 22000:2005, ISO 9001:2015, HACCP, FSSAI, CGWA, BIS, CCA, GPCB, NEPHRA, and EPR. NU will be available in a wide variety of 250ML, 500ML, and 1LTR.

Read online: https://nuffoodsspectrum.in/news/15/20283/clear-premium-launches-its-nu-brand-in-india.html
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