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RCPL partners with Sri Lanka's Elephant House brand

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By **Shraddha Warde** | February 29, 2024



elephant-retail

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Reliance Consumer Products (RCPL), the FMCG arm and wholly-owned subsidiary of Reliance Retail Ventures (RRVL) announced that it has partnered with Sri Lanka-headquartered Elephant House to manufacture, market, distribute and sell beverages under the Elephant House brand across India.

This association will not only help RCPL bolster its growing beverage portfolio that boasts iconic brands such as Campa, Sosyo and Raskik but will also bring exceptional new products and value propositions to Indian consumers.

Elephant House is owned by Ceylon Cold Stores, a subsidiary of John Keells Holdings, Sri Lanka's largest listed conglomerate. Under the Elephant House brand, it manufactures and sells a wide range of beverages, including Necto, Cream Soda, EGB (Ginger Beer), Orange Barley and Lemonade to name a few.

The agreement between RCPL and Elephant House underscores a shared commitment to excellence and innovation, empowering both organisations to capitalise on synergies and amplify their market presence. RCPL's vision is to offer Indian consumers a wide portfolio of globally recognized brands and products that stand out for their exceptional quality and value. In addition, RCPL is rapidly scaling up its multi-channel operations to reach more consumers across diverse markets.

Read online: https://nuffoodsspectrum.in/news/15/20809/rcpl-partners-with-sri-lankas-elephant-house-brand.html
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