NFFOODS Spectrum
perspectives on food technologies & business

Sunday, 22 November 2026

TRADE DAILY FOR INDIA'S FOOD, NUTRITION AND BEVERAGE INDUSTRY

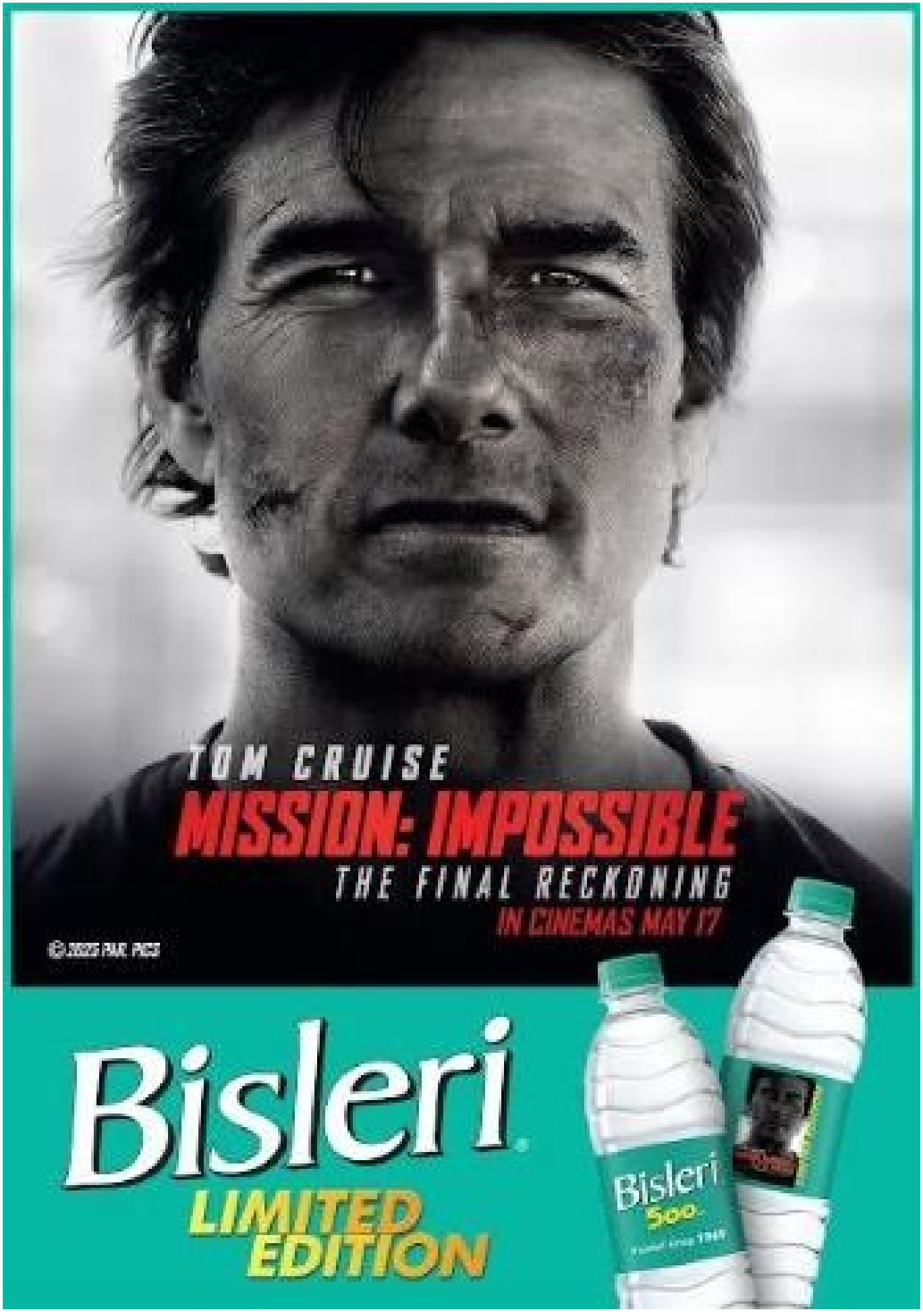
nuffoodsspectrum.in

NEWS | BEVERAGES

Bisleri collaborates with global franchisee Mission: Impossible - The Final Reckoning

Launches limited edition pack

By **Sanjiv Das** | May 19, 2025


TOM CRUISE
MISSION: IMPOSSIBLE
THE FINAL RECKONING
IN CINEMAS MAY 17
Bisleri
LIMITED EDITION
Bisleri
500

Bisleri Tom Cruise

> WordPress post #35853

Launches limited edition pack

Bisleri International announced a limited-edition pack collaboration with the global blockbuster franchise, "Mission: Impossible - The Final Reckoning" starring global icon Tom Cruise.

Expressing enthusiasm on this collaboration, Tushar Malhotra, Director of Sales and Marketing, Bisleri International, said, “We are excited to collaborate with the legendary and iconic ‘Mission: Impossible’ franchise for its latest release ‘The Final Reckoning’. This is one of our most prestigious associations and will further strengthen our position in today’s pop culture and generate consumer excitement with the limited-edition collectibles.”

The collaboration will be brought alive with limited edition bottles spanning the water and soda category across key metros. It will further be amplified with co-branded delivery trucks, retail POSM material, and engaging digital content.

Read online: https://nuffoodsspectrum.in/news/15/22354/bisleri-excites-announces-limited-edition-pack.html
© 2026 NUFFOODS Spectrum. All rights reserved.