NEWS | BEVERAGES

Rasna enters ready-to-drink market, acquires brand Jumpin

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By **Sanjiv Das** | May 22, 2025



Rasna

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Rasna, a manufacturer of instant beverages, has entered India's ready-to-drink (RTD) market by acquiring the beverage brand Jumpin, valued at Rs 350 crore.

Jumpin is being relaunched as a healthier, richer, thicker, and tastier beverage, with a pan-India rollout through modern retail, e-commerce platforms, and Rasna’s extensive rural distribution network.

Piruz Khambatta, Group Chairman, Rasna, said, “The strategic acquisition of Jumpin represents a significant milestone in Rasna’s growth agenda. Jumpin’s strong brand equity and high consumer recall make it a valuable addition to our beverage portfolio. This move aligns with our long-term vision of portfolio diversification and brand consolidation within the RTD segment. Furthermore, it reinforces our commitment to the Government of India’s ‘Make in India’ initiative by focusing on indigenous, Indian, trusted brands. With this in mind, Jumpin will be fully formulated using Indian fruit juices only. Through this acquisition, we aim to unlock new synergies in product development, distribution, and market expansion while continuing to deliver value-driven, high-quality offerings to the Indian consumer.”

As part of its relaunch strategy, the company will introduce Jumpin in a consumer-centric PET bottles in 250 ml, 600 ml, and 1.2 L formats to cater to both on-the-go and family consumption occasions. To appeal to health-conscious and modern consumers, especially Gen Z and young families, the brand will also be available in convenient Tetra Pak formats in 125 ml, 200 ml, and 1 L pack sizes. The brand will hit shelves in June.

The company will launch multiple Stock Keeping Unit (SKUs) in delicious mango, lemon, litchi and guava flavours targeting key regional and metropolitan markets first, followed by a phased national expansion.

The company says the new Jumpin will contain 10 vitamins and minerals, including vitamin C, aiming to meet evolving consumer preferences, particularly among Gen Z.

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