NEWS | BEVERAGES

HELL ENERGY DRINK launches black cherry flavour

The new variant will initially be available across general trade, modern retail, and quick-commerce platforms in key cities such as Mumbai, Pune, Delhi NCR, Bengaluru, Hyderabad, and Chandigarh

By **Sanjiv Das** | September 10, 2025

HELL®
ENERGY DRINK

BLACK CHERRY

NEW TASTE



Cherry

> WordPress post #37278

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HELL ENERGY DRINK, the fastest-growing FMCG brand, is expanding its range in India with the launch of its latest variant, HELL ENERGY DRINK - BLACK CHERRY.

Enriched with exotic taste and backed by HELL ENERGY DRINK’s renowned quality, HELL ENERGY DRINK BLACK CHERRY brings a refreshing and delicious twist to the energy drink category with its bold attitude. It is perfect for flavour seekers who are looking for a unique experience in their drinks.

HELL ENERGY DRINK - BLACK CHERRY combines the intense taste of black cherries with HELL ENERGY DRINK’s original formula. Infused with multiple B-vitamins and no added preservatives, it delivers an unforgettable flavour in every can.

Unnikannan Gangadharan, Director, HELL-ENERGY, said, “HELL ENERGY DRINK BLACK CHERRY is not just a new flavour, but a statement. With this launch, we are reconfirming our promise to bring globally benchmarked products that speak to the fearless new Indian consumer and are aligned with the evolving consumer preferences. HELL ENERGY DRINK - BLACK CHERRY adds to our expanding portfolio in the Indian market and reflects our continued focus on product innovation and differentiated flavour offerings.”

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The launch is supported by targeted Digital First marketing initiatives, resonating with Gen Z and millennial consumers, and aimed at maximising visibility and engagement. It further amplifies its identity as a fearless, youth-first disruptor in India’s energy drink space.

With the introduction of its new variant in India, HELL ENERGY DRINK continues to strengthen its growing India portfolio and further its ambition towards becoming the go-to energy drink in the country.

Read online: https://nuffoodsspectrum.in/news/15/22703/hell-energy-drink-launches-black-cherry-flavour.html
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