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Royal Challenge Packaged Drinking Water unveils campaign

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By **Sanjiv Das** | December 4, 2025



Royal Challenge

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Royal Challenge Packaged Drinking Water has launched a campaign, ‘Main Nahi Toh Kaun Be’. The campaign champions a new generation that’s rewriting the meaning of bold - raw, self-made, and unapologetically real. The campaign has been brought to life through Srushti Tawade’s spirited anthem of the same name, and featuring icons like cricket star Smriti Mandhana, youth icon Rannvijay Singha, gaming phenomenon Naman Mortal Mathur.

Varun Koorichh, Vice President and Portfolio Head - Marketing, Diageo India, shared, “Main Nahi Toh Kaun Be is the next chapter in our Choose Bold journey, and it mirrors the wave of confidence shaping India today. Being bold is no longer limited to the big screen or the big stage - it’s about backing yourself in any arena where ambition runs high. That’s why this campaign champions everything from high-pressure cricket moments to the explosive rise of e-sports - a space where young Indians are proving that skill, resilience and self-belief are the new markers of success. Whether you’re battling it out in a competitive gaming lobby, creating in the fast-moving digital landscape, or building something from the ground up - it’s that inner conviction that sets you apart. With this campaign, we’ve brought together cultural icons who embody this fearless spirit and we hope it inspires every young Indian to step up and say, ‘If not me, then who?”

Read online: https://nuffoodsspectrum.in/news/15/22940/royal-challenge-packaged-drinking-water-unveils-campaign.html
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