



HIMALAYAN

Live natural, Mount Everest Mineral Water's natural mineral water brand, Himalayan, exhorts us. Nurtured and enriched by nature, Himalayan, the only internationally accepted quality natural mineral water in India is endowed with vital organic minerals.

Himalayan water is untouched by human hands, unprocessed and has a unique taste acquired over years of filtration as it makes its way to the underground aquifer. The presence of natural minerals differentiates Himalayan from other bottled water brands and fortifies it with qualities that benefit the customer.

The packaging is uniquely enhanced with the creation of a myth around the brand, a tale about water, using an interesting narrative structure. The contemporary logo design depicts a fountain of pure water, the elixir of life.

The appeal of the brand lies in its high quality natural water and premium imagery. Playing upon the themes of being natural and pure in an artificial world, the brand seeks to be the perfect beverage of choice among wellness seekers. Brand Himalayan enjoys an aspirational equity among consumers and has the potential of truly becoming an international and iconic brand. The recent re-launch has further strengthened its brand equity.

Himalayan stands out as an authentic brand in its category. Its association with the Tata group further enhances the trust and faith that it inspires among customers.

