



Sri Sri Ayurveda launched Ojasvita at India Food Forum

Mumbai, 2nd February 2017: The 10th edition of India Food Forum which is taking place from 31st January – 2nd February witnessed the first peek of Ojasvita, a health drink for all ages. Ojasvita contains power herbs like Ashwagandha, Satavari, Shankapushpi, Brahmi and Bringaraj. A product of in-depth research, the health drink comes in a variety of flavours, chocolate being the most popular and malt as the latest addition. The uniqueness of the product is the composition which includes these seven herbs, traditionally known as per Ayurveda to contribute towards 'Ojas' or vitality of an individual.

Mr. Tejagna Katpitia, Chief Marketing Officer, Sri Sri Ayurveda says, "We are glad to launch Ojasvita and happy to share the endorsement by Olympic Silver Medallist, Ms. P.V. Sindhu and National Coach and veteran Mr. Pullela Gopichand. Sindhu's medal winning performance for Women's Badminton Singles in the 2016 Rio Olympic Games, during which P. V. Sindhu showcased the true qualities of a sportsperson, epitomised what the Olympics stand for. Inspiring millions of youngsters and adults alike Sindhu's commitment to excellence and top class talent have made her a perfect choice for endorsing this health drink."

This association champions a synergy towards good health and fitness which is characteristic of both the brand and the athlete, Tej further added.

Headquartered at Bangalore, the company specialises in the research, development, manufacturing and marketing of world class food, health and ayurveda products including a range of Personal Care as well.

About India Food Forum:

The India Food Forum was formed in the year 2008 under the chairmanship of the then Food Processing Minister with India's leading manufacturers, marketers and retailers of food, grocery and FMCG products joining in to take up a series of support initiatives for the Indian food retail business. The forum's sole purpose has been to connect all key stakeholders of food & grocery retail and HoReCa businesses with their respective potential partners to collaborate for profitable growth, collectively work towards new category development, boost consumption, share global best practices, benchmark new standards, and serve customers efficiently. Comprising a 360-degree format of conference, exhibition, networking and industry awards, India Food Forum is unarguably India's most exciting and forward looking knowledge sharing venue for food, grocery and FMCG brands, distributors, marketers, grocery retailers and foodservice companies.



About Images Group:

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