

Akums Exclusively Ties Up with Jagdale for Manufacturing of Ready-to-Drink Nutritional Beverages in Aseptic Carton Technology

Category: Business

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Akums Drugs & Pharmaceuticals Ltd., Indias Largest contract development and manufacturing organization (CDMO), has announced a partnership with Jagdale Industries Private Ltd. (JIL), a pioneering name in India's healthcare sector. This collaboration exclusively focuses on aseptic manufacturing and subsequent filling in carton packing for the ready-to-drink (RTD) market, targeting an expansive array of health and wellness products.



Sanjeev Jain, Managing Director of Akums Drugs & Pharmaceuticals Ltd., Right – Rajesh N. Jagdale, Managing Director of Jagdale Group

Together, Akums and JIL aims to revolutionize the market by introducing innovative, non-milk-based aseptic carton packing solutions across key categories like a) wellness drinks under food, Ayush and nutraceutical frameworks, b) Sports nutrition with essential electrolytes for hydration and recovery c) Nutritional [products for critical care](#), diabetes, and weight management.

Indias Ready-to-Drink market is witnessing a [significant surge as consumers increasingly prioritize health](#), convenience, and quality. With this partnership, Akums and Jagdale will deliver products that seamlessly integrate health benefits with superior Aseptic packaging [technology,”](#) said **Sanjeev Jain, Managing Director of Akums Drugs & Pharmaceuticals Ltd.** *Aseptic packing [solutions ensure the highest standards of safety](#), shelf stability, and nutrient retention, meeting the evolving needs of modern consumers.*

The collaboration represents a strategic convergence of Akums’

strong and extensive clients base and Jagdale's legacy in [healthcare innovation](#). **Rajesh N. Jagdale, [Managing Director of Jagdale Group](#)**, emphasized the potential impact of this alliance. *We are excited to partner with Akums, a name synonymous with [trust](#) and quality. Together, we aim to redefine the ready-to-drink segment in [India](#), catering to diverse consumer needs across mass, premium, and medical markets. Our focus on non-milk-based formulations ensures inclusivity and addresses a broad spectrum of dietary preferences and prophylactic requirements.*"

The electrolyte RTD market in [India](#), valued at over Rs. 1,000 crores with more than 150 million packs sold annually, is experiencing robust [growth](#). With a steady 10% annual increase in volume, this market sees heightened demand, particularly during the summer months, when [hydration](#) needs peak. Simultaneously, the broader [Indian RTD market](#) is witnessing significant expansion, driven by a rising preference for functional beverages, therapeutic drinks, and wellness products. Aseptic carton packing technology is at the forefront of this evolution, offering solutions that [meet the demands of modern](#) consumers.

By employing advanced aseptic processing and packaging, products benefit from an extended shelf [life](#), remaining fresh and safe for consumption without requiring refrigeration-a crucial advantage in India's diverse climatic conditions. Furthermore, this [technology](#) ensures the preservation of essential nutrients, making it ideal for health-conscious consumers seeking wellness-focused beverages.

Additionally, aseptic packs are designed with sustainability in mind, being lightweight, and eco-friendly, which appeals to the growing segment of environmentally conscious consumers. These attributes collectively position aseptic carton packs as a game-changer in the RTD market, meeting modern demands while [paving the way](#) for a healthier, more sustainable future.

With a projected focus on mass-market [accessibility and premium health-driven offerings](#), the partnership also taps into underserved medical markets, including critical care nutrition and therapy support products. This holistic approach positions the tie-up as a catalyst for change in the [healthcare](#) and wellness landscape.

Akums and JIL aims to [address India's](#) burgeoning demand for nutraceuticals, functional beverages, and therapeutic solutions. As the partnership evolves, both organizations envision contributing significantly to the [health](#) and wellness revolution while fostering a sustainable ecosystem. The launch of the aseptic carton pack product line marks the beginning of a transformative journey, [setting new benchmarks](#) for quality, innovation, and consumer satisfaction.

