

COMPANY BUSINESS



ATUM BEVERAGES PVT. LTD.



Global Economic Impact

The global beverage market is experiencing robust growth, primarily driven by changing consumer preferences towards health, wellness, and sustainability.



ATUM

Break Through the Ordinary.

**"Where focus goes,
energy flows"**

advancements and shifts in
consumer behavior are
transforming beverage
distribution







Exploration

ATUM moving into sugar-free energy drinks made with natural plant ingredients is one of the fastest-growing segments in the universal beverage market





ATUM



FUEL YOUR FIRE



IGNITE YOUR DAY



THE POWER IS YOURS



ATUM



Level Up Your Focus

ATUM Beverages to enter Lankan market as India-Sri Lanka joint venture

ATUM Beverages Pvt Ltd, a leading South Indian energy and soft drink manufacturing company, has announced its strategic entry into the Sri Lankan market aiming to introduce its popular range of beverages and establish a local manufacturing facility.

Speaking during a meeting with the Secretary General of the International Chamber of Commerce (ICC) Sri Lanka Shanil Fernando and senior ICC officials, Founder of ATUM Beverages and

CEO of Amrutha Enterprises P. Durga Rao confirmed that ATUM will be launched in Sri Lanka as part of an India-Sri Lanka joint venture.

ATUM Beverages, which enjoys significant market success across South Indian states such as Andhra Pradesh and Telangana, plans to initially introduce Indian-manufactured beverages in accordance with Sri Lankan quality and regulatory standards.

These products will include a sugar-

free energy drink and a non-carbonated soft drink, tailored for the Sri Lankan palate.

"We are excited to bring our innovative and health-conscious products to Sri Lanka," said Rao.

"Our vision is to not only serve the local market but also to develop and manufacture unique Sri Lankan beverages under the ATUM brand and export them globally," he added.

The initial product rollout is expected to be completed within this year. The second phase will involve setting up a full-scale production facility in Sri Lanka, contributing to local employment and economic development.

ATUM Beverages sought advisory support from ICC Sri Lanka. This support focused on facilitating investment, regulatory compliance, and international trade strategy.

He further added that this venture marks another positive step in strengthening Indo-Lanka business ties and fostering bilateral economic cooperation.



Officials of ATUM Beverages Pvt Ltd, a leading South Indian energy and soft drink manufacturing company in a discussion with officials of International Chamber of Commerce in Colombo recently.

నార్డు. తొలిగా కంప్ర హించి మంత్రి అమితాబ్ ఖాన్ లో 10:15 గం, యమున, సరస్వతి నదిలో ప్రవేశపెట్టినట్లు తెలుస్తోంది. ప్రత్యేక పూజలు నిర్వహించారు. ఆయనతో మూపి ముఖ్యమంత్రి యోగి ఆదిత్యనాథ్, యోగా గురు మదేవ్ కూడా పుణ్యస్నానమాచరించారు. పుణ్య జనవరి 13న ప్రారంభమైన మహా కుంభమేళా తం గా కొనసాగుతోంది. ఫిబ్రవరి 26 (మంగళ 2లో)



సప్తప్రదేశ్ లోగల సాంచి స్టేష్ అధ్యక్షులు యు శ్రీలంక మహాబోధి సంఘం క్షులు జపాన్ చీఫ్ సంగనాయకుడు ల విమలతిస్సు థెరోని కలిసిన ఆటం ఎనర్జీ ఎండ్ దుర్గారావు, శ్రీలంక ప్రముఖ రచేత్త హేమకుమార మరియు కొలంబో అంతర్జాతీయ ఛాంబర్ ఆఫ్ శ్రీలంక ఖులు ఉప్పుల్ జనక. ంబో, జనవరి, 27, (విశాఖ సమాచారమ్)



ATUM

"Stay energized,
stay ahead"





ATUM

Teamwork is a cornerstone of success in the modern workplace, bringing together diverse skills and perspectives to achieve goals



Unleash the Potential



ATUM

**Thank You
For Your
Attention**

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