

100%
Natural
Experience



Rasna[®]

Most Trusted
Brand of India*

iTQi
Awarded

ISO
22000

HACCP
certified





Rasna®

Rasna is an iconic brand which brings a smile to its consumers anywhere in the world. A big strength of the brand is its immense worldwide popularity - among global Indians and other nationalities. The exquisite nature of Rasna's flavour and its distinctive taste has delighted millions of consumers all over the world since decades. The equity of the brand thus created has become heritage not just for today but also for the time to come. Rasna is a global benchmark in Taste and Quality. Pan-India we have 9 state-of-the-art, ISO 22000-2005 and HACCP certified manufacturing facilities. We have strong and vast distribution network which comprises of 26 Depots, 200 Super Stockists, 5,000 Stockists, and more than 1.6 million outlets across India and 53 countries of the world. Our packaging is distinctive and unique. We are pioneer in the Fruit based powder concentrates category. We have a vast experience in the food and beverage category and brand commands major market share in many markets.

We provide superior quality and nutritious products to our customers. Our products contain real fruit powder, natural/nature identical flavours, 21 vitamins and calcium. We bond with our consumers strongly and meaningfully. We implement innovative brand building activities jointly with distributors in each market.

We are looking for potential collaborations across the world for

Joint
Ventures

Technology
Transfers

Licensing

Marketing and
Distributor Partnership

We believe in pursuing substantial growth by developing win-win long term relationships with our business partners. We are committed to excellence in keeping our ranking as one of the largest soft drink concentrate manufacturing companies in the world.

I ♥ You Rasna

Let's
**GO
BACK**
To
NATURE

CONTAINS
NATURAL Spice Oils
Spice Extracts
Essential Oils
**NO
PRESERVATIVES**



**NATIVE™
HAAT**

Native haat product range is made up of natural ingredients. It is free from all forms of harmful chemicals and artificial preservatives. Native haat range is born to nourish the body and revitalize the mind naturally.

			
Pack Size:	500 gm	200 gm	23 gm
Flavours:	Aampanna, Shikanji	Aampanna, Shikanji	Aampanna, Shikanji
Shelf Life:	24 Months	24 Months	24 Months
Units/ C.Box:	30	50	576
CBM:	0.030	0.019	0.0454



**NATIVE™
HAAT**

Pure
Honey

NO Chemicals
Preservatives
Added Sugar

Honey has been used for its beauty and health boosting properties since ages. It is also one of the oldest natural sweeteners and finest energy boosters. Rasna Naturl Honey, packs all the goodness of Honey and brings it to you in a chemical and preservative free form without any added sugar.

Add Rasna
Native Haat
Honey to your



Milk



Bread



Lime
Water



Face
Pack

			
Pack Size:	1 Kg	500 gm	250 gm
Shelf Life:	24 Months	24 Months	24 Months
Units/ C.Box:	12	24	48
CBM:	0.022	0.022	0.022

Rasna Fruitplus

Rasna Instant Drink Powder is pre-sweetened, enriched with fruit powder and offers 21 Vitamins (Calcium & Minerals) with No Artificial Preservatives and No Added Sugar. It gives the real taste as that of farm fresh juice. In the International market, the product has a better natural taste, more nutritional value, available in a variety of flavour assortments, pack sizes and available at very competitive prices, providing great value for money.



▼ Concentrated Fruit based Instant Drink Powder:

						
Pack Size:	2.5 Kg Tin	2.5 Kg Curved HDPE Jar	2.5 Kg Straight HDPE Jar	750 gm Curved HDPE Jar	750 gm Straight HDPE Jar	500 gm Straight HDPE Jar
Formulation:	Makes 20 Litres	Makes 20 Litres	Makes 20 Litres	Makes 6 Litres	Makes 6 Litres	Makes 4 Litres
Flavours:	Orange, Mango, Lemon, Pineapple, Strawberry, Guava, Apple, Mix Fruit, Watermelon, Berry	Orange, Mango	Orange, Mango, Lemon, Pineapple, Strawberry, Guava, Apple, Mix Fruit, Watermelon, Berry	Orange, Mango, Lemon, Pineapple	Orange, Mango, Lemon, Pineapple, Strawberry, Guava, Apple, Mix Fruit, Watermelon, Berry	Orange, Mango, Lemon, Pineapple, Strawberry, Guava, Apple, Mix Fruit, Watermelon, Berry
Shelf Life:	24 Months	24 Months	24 Months	24 Months	24 Months	24 Months
Units/ C.Box:	6	6	6	15	15	24
CBM:	0.030	0.037	0.037	0.0305	0.0305	0.027

▼ Packaging Type: PP jars

			
Pack Size:	1 Kg PP Jar	500 gm PP Jar	250 gm PP Jar
Formulation:	Makes 8 Litres	Makes 4 Litres	Makes 2 Litres
Flavours:	Orange, Mango, Lemon, Pineapple, Strawberry, Guava, Apple, Mix Fruit, Watermelon, Berry	Orange, Mango, Lemon, Pineapple, Strawberry, Guava, Apple, Mix Fruit, Watermelon, Berry	Orange, Mango, Lemon, Pineapple, Strawberry, Guava, Apple, Mix Fruit, Watermelon, Berry
Shelf Life:	24 Months	24 Months	24 Months
Units/ C.Box:	15	30	48
CBM:	0.0300	0.0284	0.0290

▼ Packaging Type: Refills

			
Pack Size:	1 Kg Refill	750 gm Refill	500 gm Refill
Formulation:	Makes 8 Litres	Makes 6 Litres	Makes 4 Litres
Flavours:	Orange, Mango	Orange, Mango, Lemon, Pineapple	Orange, Mango
Shelf Life:	24 Months	24 Months	24 Months
Units/ C.Box:	15	15	30
CBM:	0.0300	0.0188	0.0265

▼ **Concentrated Fruit based Instant Drink Powder:**

				
Pack Size:	400 gm Refill	225 gm Mono Carton	9 gm Sachets	5 gm Rush Sachets
Formulation:	Makes 5 Litres	Makes 5 Litres	Makes 200 ml	Makes 180 ml
Flavours:	Orange, Mango, Lemon, Pineapple	Orange, Mango	Orange, Mango	Orange, Mango
Shelf Life:	24 Months	24 Months	24 Months	24 Months
Units/ C.Box:	24	50	960	960
CBM:	0.0184	0.0277	0.0280	0.0280

▼ **Concentrated Instant Drink Powder in Sachets:**

Rasna Litro: Litro Drink mix contains 5 essential vitamins enriched with fruit powder. One 25 gm sachet of Litro pack makes 1 Litre of delicious Rasna Drink.

	5 Essential Vitamins
Pack Size:	25 gm Sachets
Formulation:	Makes 1 Litre
Flavours:	Orange, Mango, Strawberry, Pineapple
Shelf Life:	24 Months
Units/ C.Box:	12 sachets in one Mono Carton x 10 Mono Cartons
CBM:	0.0188

▼ **GoFruit:** Sugar free Rasna GoFruit Instant Drink is concentrated instant drink powder enriched with Vitamin C and Calcium. It is available in 5 gm pouch pack. One pouch of GoFruit Instant Drink makes 2 litres of Soft Drink. Go fruit is highly economical.

	Vitamin C
Pack Size:	GoFruit 5 gm/10 gm
Formulation:	Makes 2 Litres
Flavours:	Orange, Mango, Lemon, Mixed Fruit
Shelf Life:	24 Months
Units/ C.Box:	72 sachets in one Mono Carton x 10 Mono Cartons
CBM:	0.0293

▼ **Rasna Ice Tea:**

Each glass of Rasna Ice tea is enriched with tea extracts and Vitamin C.

	Pack Size:	400 gm Refill
	Formulation:	Makes 4 Litres
	Flavours:	Lemon
	Shelf Life:	12 Months
	Units/ C.Box:	24
	CBM:	0.0205

▼ **Rasna Body Fuel:**

Body fuel is powder mix with isotonic salts that makes it an Energy boosting formulation. 20 gm Body fuel sachet makes 200 ml drink.

	Pack Size:	20 gm Sachet
	Formulation:	Makes 200 ml
	Flavours:	Orange
	Shelf Life:	12 Months
	Units/ C.Box:	24 Sachets in one box x 10 Boxes
	CBM:	0.0230

▼ **Rasna Shake Up:**

Milk becomes fun with 'Rasna Shake Up' a milkshake mix that makes drinking milk a delightful experience. Rasna Shake Up is a pre-sweetened milkshake mix powder. Each glass of 'Rasna Shake Up' is enriched with the goodness of proteins, vitamins, calcium, fruit powder and cocoa.

	Pack Size:	250 gm HDPE Jar
	Flavours:	Saffron Almond (Kesar Badam), Saffron Cardamom (Kesar Elaichi), Mango, Strawberry, Rose (Shahi Gulab), Chocolate
	Shelf Life:	12 Months
	Units/ C.Box:	25
	CBM:	0.0216

▼ **Rasna Vitos:**

Rasna Vitos is anytime snack is filled with the goodness of Wheat, Rice and Raagi. It is healthy because it's baked, not fried and contains 14 vital nutrients. It's a delicious Choc-o-fill snack.

	Pack Size:	22 gm Refill	100 gm Mono Carton
	Flavours:	Chocolate, Strawberry	Chocolate, Strawberry
	Shelf Life:	9 Months	9 Months
	Units/ C.Box:	120	48
	CBM:	0.1072	0.0430

Juices:


▼ Rasna #Juc

	
Pack Size:	200 ml Spout Pouch
Flavours:	Green Masala Mango, Litchi, Berry Cocktail, Mixed Fruit
Shelf Life:	6 Months
Units/ C.Box:	30
CBM:	0.0211

Ethnic Basket:

▼ Rasna Fruit Cordial

Rasna Fruit Cordial is a unique blend of natural fruit juices and makes a delicious drink when mixed with water or soda.

	Pack Size:	750 ml Glass Bottle
	Shelf Life:	18 Months
	Units/ C.Box:	12
	CBM:	0.0230

▼ Rasna Jucy:

Rasna Jucy is a fruit beverage packed with 11 Vitamins and Minerals and an irresistible flavour. Rasna Jucy adds to the zest and cheer in life. Rasna Jucy is filled with the choicest goodness of mangos which lend it to a tempting flavour and quality.

		
Pack Size:	1 Litre PET Bottles	200 ml PET Bottles
Flavours:	Mango	Mango
Shelf Life:	9 Months	9 Months
Units/ C.Box:	12	24
CBM:	0.0259	0.0259

▼ Rasna Rose Syrup

Rasna Rose Syrup is prepared from carefully selected premium and natural rose extracts that gives delightful aroma and superior taste when mixed with water or milk. It gives you a very smooth fresh & feeling after drinking it.

	Pack Size:	750 ml Glass Bottle
	Shelf Life:	18 Months
	Units/ C.Box:	12
	CBM:	0.0230

Customised Promotions



LED WATCH



SIPPER

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* Recommended Dietary Allowance (RDA) per day Adult, ICMR 2010 * India's Most Trusted Indian Family Owned Brand, Economic Times Brand Equity Survey