



Press Release

Fabmart and Fabmall founders starting up. AGAIN!

Vaitheeswaran, popularly known as ‘Father of E-commerce in India’ along with co-founder, Sundeep Thakran, foray into the beverages market with unique ready-to-drink offering that blends the best of taste and health.

Bengaluru, 6th March 2019: The co-founders of India’s first E-commerce company Fabmart.com (later rebranded Indiaplaza.com). The co-founders of India’s first integrated online-to-offline retail company Fabmall (acquired and re-branded as More chain of stores by Aditya Birla Group; recently acquired by Amazon). Serial entrepreneur, best-selling author and industry veteran, Vaitheeswaran K - Vaithee to friends and business associates - along with co-founder Sundeep Thakran are back in the game, this time all set to disrupt the beverage market, with the launch of AGAIN.

AGAIN is the only beverage range in India - maybe even the world – with the goodness of low fat dairy (milk or yoghurt), real fruits, nuts, vegetables and natural sweeteners. They have zero refined sugar, no added preservatives, artificial flavours or colours. What’s more, they are extremely wholesome as they contain puree or paste and not juice or concentrate. Considering the broken and poor quality of cold chain in India, the drinks have been specially created to be stored at ambient temperature without requiring refrigeration, allowing convenient, on-the-go use cases. This is a huge breakthrough from a process and formulation point of view.

But the most important feature of AGAIN beverages is that they are very tasty and delicious.

At a time when retail shelves are inundated with sugary fizzy drinks and tasteless health drinks, AGAIN is ready to grow the TASTY & HEALTHY food trend in India. The perfect pick-me-up for office meetings, refreshing companion to the gym, cool icebreaker at social gatherings, mid-day snacking at work or home...AGAIN is for every occasion. And no occasion as well.

Speaking about the significance of their latest venture, **Vaitheeswaran, Co-founder, Again Drinks**, says “We see a huge gap in the ready-to-drink beverage market in India. Right now, consumers are forced to choose between delicious and nutritious. Whether its consumers shopping at retail outlets, patrons eating out at restaurants or passengers at



airports, we wonder why can't they have both?" "The high sugar content and preservatives as well as significant amounts of artificial ingredients in popular beverages is disconcerting. Given the current scenario, it is of paramount importance that we provide nutritive food choices, which are easily accessible and affordable. Without compromising on the taste factor. With AGAIN, our endeavour is to do exactly that. And I have a feeling that this is going to be an exciting journey!" reveals the famed entrepreneur, TEDx speaker, and author of best-selling book Failing to Succeed - The story of India's first e-commerce company."

Four variants of AGAIN have been pilot launched in select retail outlets in Bengaluru and online grocery stores. Shortly, the range will be available across retail chains in key cities. AGAIN offers two variants of double-toned (low fat) milk drink - almonds, cashews, dates; and strawberry, chocolate, jaggery – and two variants of double-toned (low fat) yoghurt drink - alphonso mango; and carrot, orange, banana. The range is truly WTF - Wholesome, Tasty, Filling!

Commenting on the brand's USP, Sundeep Thakran, co-founder AGAIN says, "It has been an exciting challenge to create a range of beverages that rank high on nutrition as well as flavour. Instead of refined sugar, we have used honey and jaggery as healthy substitutes. AGAIN drinks have 100% natural ingredients, with the highest fruit/vegetable content, that too as puree and not juice or concentrate, as compared to any other beverage or dairy product in the market."

Sounds too good to be true? Try it for yourself! Let 2019 be the year when taste meets health.

Company website: againdrinks.com

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