

# Bisleri International Signs Letter of Association with Indian Army's Manekshaw Centre under its 'Bottles For Change' Program

Category: Business

written by News Mall | June 20, 2025



**Bisleri International**, India's leading packaged drinking water brand, has proudly signed a Letter of Association with the Indian Army's prestigious Manekshaw Centre, located in Delhi Cantonment, under its flagship plastic recycling initiative – Bottles For Change.



## **Bisleri International Signs Letter of Association with Indian Army's Manekshaw Centre under its BFC Program**

The Letter of Association was formally signed by **Mr. Angelo George, CEO, Bisleri International**, and **Director, Manekshaw Centre** along with other senior army officials.

Under this association, the Bottles For Change team will be responsible for collecting used plastic from the Manekshaw Centre and send it for recycling. The initiative marks the beginning of a meaningful and purpose-driven partnership, supporting the Centre's sustainability and recycling efforts.





**Bisleri 'Bench of Dreams' at Indian Army's prestigious Manekshaw Centre, located in Delhi Cantonment**

Commenting on the association, **Mr. Angelo George, CEO of Bisleri International**, said: *"It is an absolute honour for Bisleri to be associated with the Manekshaw Centre, a symbol of the Indian Army's legacy and values. Through this initiative, we aim to support the Centre's plastic recycling efforts by building a sustainable ecosystem for plastic collection and responsible repurposing. This collaboration reflects our shared vision of environmental responsibility and national pride. We are proud to contribute to the Armed forces efforts towards sustainability and look forward to a long-term, meaningful partnership."*

Nestled in the serene outskirts of Delhi Cantonment, the Manekshaw Centre is a premier multi-utility convention complex spread across 25 acres of landscaped grounds. Designed to reflect the rich ethos and glorious traditions of the Indian Army, it is a one-of-a-kind venue in Delhi that regularly hosts a wide range of military and civil events.

This collaboration is a testament to Bisleri's ongoing commitment to environmental stewardship and national service, aligning with institutions that represent discipline, leadership, and community impact.

### **About Bisleri International Pvt. Ltd.**

With a legacy of over 50 years, Bisleri International Pvt. Ltd has grown to become one of the largest premium beverage businesses in India. Being the makers of the countrys largest-selling packaged drinking water, Bisleri follows a stringent process of 114 quality tests and a 10-stage purification. It remains true to its core value of providing consumers with pure, safe and healthy water.

Bisleri International has a strong presence with 128 operational plants and a robust distribution network of over 6,000 Distributors and 7,500 Distribution Trucks across India and UAE market. It offers a range of beverages that are produced for all occasions. Whether it is the promise of goodness, trust, and purity with Bisleri packaged drinking water, or a daily dose of health offered through Vedica Himalayan Spring Water. Besides, Bisleri International has ventured into fun-filled refreshments with a diverse range of carbonated drinks available in multiple flavours, such as Bisleri Limonata, Bisleri Rev, Bisleri Spyci Jeera, Bisleri Pop and Bisleri Soda. These Bisleri products are also available on the e-commerce platform – Bisleri@Doorstep. This D2C platform reassures customers that they will receive a safe and uninterrupted supply of their most trusted brand at their doorstep.

The core values of Bisleri International lie in yielding growth and embedding sustainability by being responsible in all aspects of the business. The organization has unveiled Sustainability 2.0 with Bisleri Greener Promise that focuses on creating greener future for all through implementing initiatives under the program of recycling, water conservation

and sustainability. For more information on Bisleri International, our people, brands, and OSR initiatives, visit [www.bisleri.com](http://www.bisleri.com).

