

# Bisleri Signs MOU with Archaeological Survey of India to Revive Water Bodies at Heritage Sites Across India

Category: Business

written by News Mall | February 20, 2025



**Bisleri International Pvt. Ltd.** has announced a strategic partnership by signing a Memorandum of Understanding (MoU) with the Archaeological Survey of India (ASI) under their 'Adopt a Heritage 2.0 Programme'. The Memorandum of Understanding (MoU) was formally signed by **Shri Zulfeqar Ali, Director of ASI, Ministry of Culture**, and **Mr. Angelo George, CEO of Bisleri International**. The MoU was then exchanged between **Shri Yadubir Singh Rawat, Director General of ASI**, and **Mr. George**. This association marks a crucial step towards combining heritage conservation with sustainable water management.



## **Bisleri signs MOU with Archaeological Survey of India to Revive Water Bodies at Heritage**

The partnership will be taken under Archaeological Survey of India's '**Adopt a Heritage 2.0 Programme**' and Bisleri's CSR initiative '**Nayi Umeed**' and start with adoption of four historic water bodies namely **Chand Baori in Abhaneri, Baori at Neemrana, Padma and Rani Talabs at Ranthambore Fort and Budha Budhi Pond at Kalinjar Fort**. These historically significant water bodies will undergo extensive efforts, including desilting, cleaning, ecological revival, and landscaping. The rejuvenation project will be implemented in phases, ensuring minimal disruption while prioritizing the integrity of these historical sites. Additionally, informative signages will be installed to enhance both tourism and local community engagement.

**Mr. Angelo George, CEO of Bisleri International Pvt. Ltd.**, remarked, "*Bisleri is committed to creating a meaningful impact on society through sustainability-driven initiatives. This collaboration with the Archaeological Survey of India under the 'Adopt a Heritage 2.0 Programme' is a testament to our dedication to both environmental stewardship and heritage conservation. Bisleri is honored to adopt and rejuvenate the*

*historic water bodies at these heritage sites. This initiative allows us to preserve India's rich cultural legacy while ensuring the sustainability of vital water resources for future generations."*

The collaboration seeks to revitalize the water bodies and enhance their ecological and cultural significance for future generations, blending heritage conservation with sustainable water management practices. This initiative aligns with Bisleri's commitment to environmental sustainability and heritage preservation.

Through this partnership, Bisleri aims to make a lasting impact on India's heritage sites, ensuring they remain preserved for centuries to come. This initiative also marks the company's ongoing efforts to engage in social responsibility projects that align with environmental and cultural conservation goals.

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

With a legacy of over 54 years, Bisleri International Pvt. Ltd. has grown to become one of the largest premium beverage businesses in India. Being the makers of the country's 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 neighboring countries. It offers a range of beverages that are produced for all occasions. Whether it is the promise of goodness, trust, and purity with Bisleri Mineral 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 flavors, such as Pop, Rev, Limonata and

Spyci Jeera. 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).

