

HELL ENERGY DRINK Launches Electrifying New Premium Energy Drink, HELL ENERGY DRINK – BLACK CHERRY

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BLACK CHERRY

NEW TASTE



HELL ENERGY DRINK, one of the fastest-growing energy drink brands in the world, is expanding its range in India with the

launch of its latest variant, HELL ENERGY DRINK – BLACK CHERRY.

Enriched with exotic taste and backed by HELL ENERGY DRINK's renowned quality, HELL ENERGY DRINK BLACK CHERRY brings a refreshing and delicious twist to the energy drink category with its bold attitude. It is perfect for flavour seekers who are looking for a unique experience in their drinks.



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HELL ENERGY DRINK – BLACK CHERRY combines the intense taste of black cherries with HELL ENERGY DRINK's original formula. Infused with multiple B-vitamins and no added preservatives, it delivers an unforgettable flavour in every can. It is a tempting and refreshing black cherry-flavoured energy drink that captures a most craved vibe in a single sip. This special black cherry taste comes in a distinctive, stylish, and purple-black packaging.

Unnikannan Gangadharan, Director, HELL-ENERGY PRIVATE LIMITED, said, *"HELL ENERGY DRINK BLACK CHERRY is not just a new flavour, but a statement. With this launch, we are reconfirming our promise to bring globally benchmarked products that speak to the fearless new Indian consumer and are aligned with the evolving consumer preferences. HELL ENERGY DRINK – BLACK CHERRY adds to our expanding portfolio in the Indian market and reflects our continued focus on product innovation and differentiated flavour offerings."*

The new variant will initially be available across general trade, modern retail, and quick-commerce platforms in key cities such as Mumbai, Pune, Delhi NCR, Bengaluru, Hyderabad, and Chandigarh.

The launch is supported by targeted Digital First marketing initiatives, resonating with Gen Z and millennial consumers, and aimed at maximising visibility and engagement. It further amplifies its identity as a fearless, youth-first disruptor in India's energy drink space.

With the introduction of its new variant in India, HELL ENERGY DRINK continues to strengthen its growing India portfolio and further its ambition towards becoming the go-to energy drink in the country.

About HELL ENERGY DRINK

HELL ENERGY DRINK is one of the fastest-growing FMCG brands in the world. Founded in 2006, the 100% Hungarian brand became Hungary's market leader by 2010 and currently exports to 60+ countries. It holds market leadership in, among others, Greece, Bulgaria, Croatia, Romania, and Slovakia. HELL ENERGY DRINK's success is driven by excellent quality, good value for money, wide availability, and world-class marketing communication. As a unique player in the energy drink sector, it is the only brand with a market-leading presence in several countries, its own ultramodern filling factory, and an aluminium beverage can factory, ensuring an unparalleled strategic position globally.

For more information, visit www.hellenergy.com/ind.

