

UTTARAKHAND-ROOTED BEVERAGE BRAND

THE OG DRINKS

ROOTED IN UTTARAKHAND.

READY FOR INDIA.

A multi-flavour beverage portfolio built around familiar Indian tastes, led by two launched hero products and a clear roadmap for future flavours and pack formats.



OG ZEERA

CARBONATED HERO



OG LITCHI

NON-CARBONATED HERO

160 ML | MRP ₹10

MOTHER'S SWEAR BEVERAGES PVT. LTD. • DEHRADUN, UTTARAKHAND

A mountain-rooted brand.

A wider world of refreshment.

The OG Drinks is the consumer beverage brand of Mother's Swear Beverages Private Limited, based in Dehradun, Uttarakhand. The brand brings together familiar Indian flavour profiles, a recognisable OG identity and an ambition to serve consumers across North Indian markets.



OUR ROOTS

Manufacturing unit in Dehradun, Uttarakhand.

OUR PORTFOLIO

Carbonated beverages and non-carbonated fruit drinks.

OUR REACH

Uttarakhand • Delhi NCR • Western UP • Himachal Pradesh.

MANUFACTURING UNIT

Khasra 2894, Majri Grant, Lal Tappar Industrial Area, Dehradun, Uttarakhand – 248140

sales@theogdrinks.in

Customer Care / WhatsApp: +91 98116 30720

www.theogdrinks.in

THE SIGNATURE FIZZY HERO.

OG ZEERA

CARBONATED BEVERAGE

CURRENTLY LAUNCHED

A familiar Indian taste.

Jeera-led refreshment with a bold, recognisable flavour profile. OG Zeera anchors the current carbonated range.



CATEGORY

Carbonated

PACK

160 ml PET bottle

MRP

₹10 per bottle

TRADE PACK

24 bottles / carton

4 × 6 layout concept

HERO SKU | OG ZEERA | 160 ML

Product specifications and MRP should always be read together with the current approved label and statutory declarations.

FRUIT-LED. DISTINCTIVELY OG.

OG LITCHI

NON-CARBONATED BEVERAGE

CURRENTLY LAUNCHED



A smooth fruit refreshment.

OG Litchi brings a non-carbonated fruit beverage to the current OG hero range, complementing the bold, fizzy character of OG Zeera.

CATEGORY

Non-carbonated

PACK

160 ml PET bottle

MRP

₹10 per bottle

HERO PRODUCT

OG Litchi

Launched non-carbonated range

HERO SKU | OG LITCHI | 160 ML

Product specifications and MRP should always be read together with the current approved label and statutory declarations.

MORE FLAVOURS. ONE OG IDENTITY.

A consistent OG bottle identity, expressed through flavour-specific names, colours and ingredient cues. These visuals show upcoming flavour directions; they are not being presented as launched saleable SKUs.

CARBONATED FLAVOUR EXTENSIONS

Upcoming concepts



OG LEMON

CARBONATED



OG KANCHA

CARBONATED



OG ORANGE

CARBONATED



OG COLA

CARBONATED

NON-CARBONATED FLAVOUR CONCEPTS

R&D / future range



OG AAM

NON-CARBONATED



OG GUAVA

NON-CARBONATED



OG NIMBU PANI

NON-CARBONATED



OG IMLI

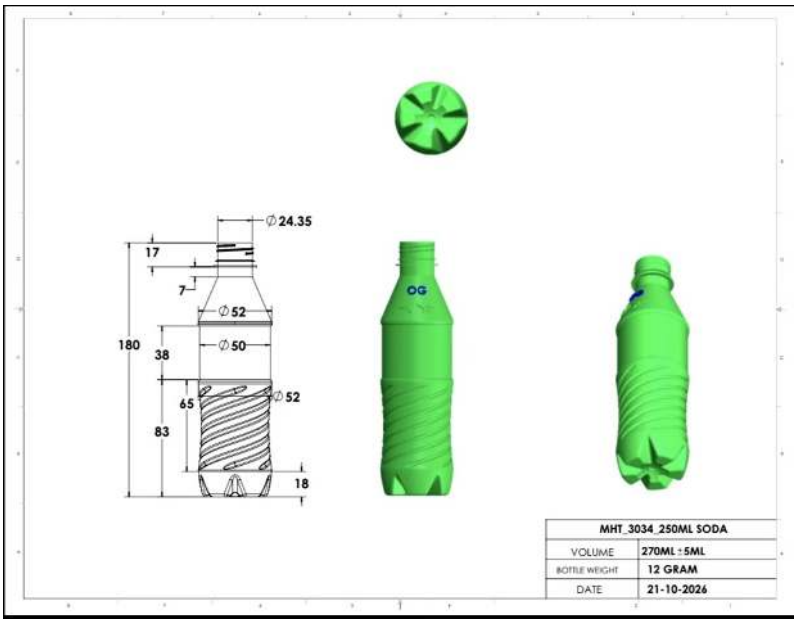
NON-CARBONATED

All upcoming visuals are concept references. Product formulation, category declaration, packaging fit, stability, sensory testing, costing and regulatory approval must be completed before commercial launch.

ONE BOTTLE PLATFORM.

FLAVOUR-SPECIFIC OG IDENTITY.

The planned 250 ml format uses one common bottle platform across flavour variants. The OG brand identity stays consistent while the flavour name and label artwork change by variant.



BOTTLE ENGINEERING REFERENCE



OG SHIKANJI • 250 ML CONCEPT VISUAL

PLANNED PACK FORMAT — **250 ML • PLANNED MRP ₹20**

DRAWING REFERENCE
MHT_3034_250ML SODA

OVERALL HEIGHT
180 mm

BOTTLE WEIGHT
12 g

NECK FINISH
Ø24.35 mm (drawing)

BODY DIAMETER
Ø52 mm max (drawing)

DRAWING VOLUME FIELD
270 ml ±5 ml — confirm capacity basis

Engineering note: the drawing lists 270 ml ±5 ml in its volume field. Confirm whether this is brimful capacity before approving a 250 ml net fill, bottle mould and final label declarations. The Shikanji image is a 250 ml flavour concept visual, not a statement that this SKU is currently launched.

A READY-TO-HANDLE TRADE PACK.

The OG Zeera trade carton is designed for a 24-bottle configuration, with a 4 × 6 layout for 160 ml PET bottles.



PACK CONFIGURATION	LAYOUT CONCEPT	CARTON SIZE
24 × 160 ml	4 × 6 bottles	345 × 230 × 160 mm*

*Indicative inner dimensions from current carton concept artwork; verify physical sample, board grade and weights with packaging vendor.

LET'S GROW TOGETHER.

The OG Drinks is building a North Indian beverage portfolio from its Uttarakhand manufacturing base. We welcome enquiries from distributors, wholesalers, retailers and institutional buyers.



UTTARAKHAND	DELHI NCR	WESTERN UP	HIMACHAL
Home market	Distribution opportunity	Bijnor • Sambhal • Moradabad	Hill-market opportunity

EVERYDAY FORMAT

160 ml | MRP ₹10

LARGER HILL-MARKET FORMAT

250 ml | PLANNED ₹20

TRADE & DISTRIBUTION ENQUIRIES

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