

The Economic Times daily newspaper is available online now.

Read Today's Paper

# 'Clear Premium Water' secures Rs 45 crore investment by JM Financial

ET Bureau Last Updated: Mar 14, 2024, 02:30:00 PM IST

FOLLOW US SHARE FONT SIZE SAVE PRINT COMMENT

## Synopsis

Nayan Shah, founder and CEO of Energy Beverages said, "Pioneering vertical labelling, square-shaped bottles, I demonstrate our commitment to innovation. The capital infusion and partnership with JM Financial Private Equity will help us fast-track our current and future expansion plans", he said in a media release.



**JM Financial Private Equity (JMFPE)**, a part of the Mumbai-based financial services group, JM Financial is investing Rs 45 crore in **Energy Beverages Private Limited**, which owns the **bottled-water brand**, '**Clear Premium Water**'.

The investment will be used to support brand-building initiatives and to increase the current capacities and **distribution network**, the company said. With an existing presence across the country in the HoReCa (hotels, restaurants, and cafes) segment, the company is now focusing on expanding its distribution and setting a foothold in the retail market of India.

"The **Indian bottled water market** is highly under-penetrated and fragmented, and we are witnessing a structural shift in consumption from the unorganized to the organized market, owing to factors like hygiene, and a general rise in **health awareness** in a post covid world," Darius Pandole, MD and CEO of Private Equity of JM Financial said.

This is the fifth investment from JM Financial India Growth Fund III. This is a sector-agnostic growth-capital private equity fund that invests in high-growth-oriented companies in small to mid-market space with a focus on financial services, consumer, IT/ITeS, infrastructure services, and manufacturing sectors.

Nayan Shah, founder and CEO of [Energy Beverages](#) said, "Pioneering vertical labelling, square-shaped bottles, I demonstrate our commitment to innovation. The capital infusion and partnership with JM Financial Private Equity will help us fast-track our current and future expansion plans", he said in a media release.

(You can now subscribe to our [Economic Times WhatsApp channel](#))

READ MORE NEWS ON

[Jm Financial](#) | [Clear Premium Water](#) | [JM Financial](#) | [Energy Beverages Private Limited](#) | [Structured Sh](#)

(Catch all the [Business News](#), [Breaking News](#), [Budget 2024 News](#), [Budge](#)...[more](#))

ADD COMMENT

ET THE ECONOMIC TIMES

Search News, Stock Quotes & NAV

## Trending Now

[Maruti Suzuki Ertiga](#) | [RBI MPC Meet Live](#) | [Budget 2024 Highlights](#) | [Budget 2024 Real Estate](#) | [Railways Budget 2024](#) | [India auto sales september](#) | [MORE](#)

## Hot On Web

[Lok Sabha Election Date](#) | [Sensex Today](#) | [CAA Live News Updates](#) | [Oscars Awards 2024 Live](#) | [TMC CandidateList](#) | [Miss World Finale 2024 Live](#) | [MORE](#)

## In Case You Missed It

[Maruti Suzuki Ertiga](#) | [RBI MPC Meet Live](#) | [India Budget Highlights 2024](#) | [Budget 2024 Real Estate](#) | [Railways Budget 2024](#) | [India auto sales](#) | [MORE](#)

## Top Calculators

[Standard Deviation Calculator](#) | [Income Tax Calculator](#) | [Age Calculator](#) | [Time Calculator](#) | [BMI Calculator](#) | [GPA Calculator](#) | [Statistics Calculator](#) | [MORE](#)

## Most Searched IFSC Codes

[Bank Of India](#) | [Canara Bank](#) | [Bank Of Baroda Uttar Pradesh](#) | [Axis Bank](#) | [India Post Payment Bank Post Of...](#) | [MORE](#)

## Top Prime Articles

[Future Locked In A Crypt Under...](#) | [5 Weekend Must Reads Featuri...](#) | [Silent Epidemic The Health Cata...](#) | [How Banks Ceded The Upi Spac...](#) | [MORE](#)

## Top Story Listing

[Parliament](#) | [Uan](#) | [Smallcap Stocks](#) | [Sensex Crash](#) | [Sukanya Samriddhi Yojana](#) | [MORE](#)

## Top Searched Companies

[KPIT Tech Share Price](#) | [Ashok Leyland Share Price](#) | [Bharti Airtel Share Price](#) | [Maruti Suzuki Share Price](#) | [Ibull Housing Fin Share Price](#) | [MORE](#)

## Top Slideshow

[Budget 2023 Tweaked The New ...](#) | [Peaking Out](#) | [Peaking Out](#) | [Packaged Fruit Juice](#) | [Gujarat Ambuja Exports](#) | [Rajratan Global Wire](#) | [MORE](#)

## Top Videos

[Khalistani Separatist Amritpal Si...](#) | [Why Boycott Germany Is Trendi...](#) | [New Zealand Earthquake Of Ma...](#) | [Fall In Adani Group Stocks Deco...](#) | [MORE](#)

## Top Definitions

[Stock Market](#) | [Derivatives](#) | [Put Call Ratio](#) | [Freelancer](#) | [Quarter](#) | [MORE](#)

Private Companies

Adp Associates Private Limited | Leaps Bounds Private Limited | Zoho Corporation Private Limited | Modicare Limited

MORE

Other Useful Links

About Us | Archive | Terms of Use & Grievance Redressal | Economic Times ePaper | Privacy policy | Create Your Own Ad | Advertise with Us |

MORE

Follow Us On:

Download ET App:

subscribe to our newsletter