

START

PRASH BEVERAGES



PRODUCT SPECIFIC HANDLING PRECAUTIONS

Disclaimer: this product is not intended to "diagnose, treat, cure, or prevent any disease"

Store in a cool & dry place away from direct sun light

Store away from chemicals to avoid cross contamination

Best before three months from the date of packaging

For date of packaging, batch, MRP (incl taxes at cap neck)

Storage temperature 20deg -28 deg C

Consume within six to eight hours once cap seal opened

Compatible as blending addition when served chill

Do not deep freeze the container

100% Chlorine free processed base water in recyclable bottles

Crush the bottle after use, dispose by segregation

FOR NUTRIENT ENRICHED ALKALINE IONIZED WATER BASED BEVERAGE WITH HYPOTONIC ELECTROLYTE

Prash beverages, Basavanagar

Off Old Airport Road, Bangalore, 560 037

Phone : +91-9845965719 / +91-9886720108

Email : info@prashbeverages.com

Website: <https://prashbeverages.com>

Partnered collaborator contact



PRASH BEVERAGES

HEALTHY HYDRATION CONVENIENCE ON THE GO
with

Nireta

PREMIUM

BOTTLED AT SOURCE

NUTRIENT ENRICHED ALKALINE IONIZED HYDROGEN

INFUSED HYPOTONIC ELECTROLYTE

WATER BASED BEVERAGE



PANCREAS
 CELLS
 RESISTANCE
 INSULIN
 MONITOR
 WEIGHT
 CONCENTRAL
 NERVE
 HEALTHCARE
 SYMPTOMS
 TYPE
 DIABETES
 ACUTE
 WELL
 ENDOCRINE
 STAGES
 INJECT
 COMPLICATIONS
 SUGAR
 KETOACIDOSIS
 ADULTS
 INSULIN
 MELLITUS

ALL IT TAKES IS ONE WATER TASTING EXPERIENCE TO NEVER LOOK AT WATER THE SAME WAY AGAIN

It's a matter of realizing that water can taste and feel different



BRICK & MORTAR PRESENCE





Our products are packaged as per the **FSSAI** certification (Food Safety & Standards Authority of India) and batch coded in food grade PET transparent bottles.

“**NIRETA**” premium is 100% Chlorine free processed nutrient enriched alkaline ionized water based beverage with hypotonic electrolytes in reverse osmosis water as per IS standards with added minerals as Na, K, Mg, Cl, SO₄, Zn and water soluble nutrients as vitamin C, B3, B5, B6, B12 by inclusion complexation along with molecular hydrogen by PEM ionization and rare earth minerals alkalization.

The process of preparation is from conventional water sources for ‘ideal state’ cellular wellness benefits by hydration and cellular absorption without organic & inorganic contaminants free of pathogens.

Prash Beverages has an fully automatic production unit for nutrients enriched alkaline ionized drinking water bottles in Bangalore, Karnataka, India.

The company’s brand is **Nireta Premium** a registered trademark for packaged water based beverages with value added technologies to structure water for cellular uptake in the form of vicinal water having qualities of water found within living cells with improved characteristics frequency, cluster size, pH, altered negative ORP in highly ionized state with dietary supplemental water soluble nutrients of pharmaceutical grade for consumption in pack size of 1000ml bottle engaged with supply chain management as manufacturer for all segments, business houses with resin identification code “1” PET 100% recyclable product.

THE PHYSIO CHEMICAL PROPERTIES WHEN PACKAGED

- pH (potential of hydrogen) ≥ 8.5
- Color in Hazen units = 0 (transparent)
- D.O (dissolved oxygen) ≤ 4.5 mg/L
- ORP, (oxygen reduction potential) reduced - 60mV
- Osmolarity ≤ 180 mOsmol
- H₂ (molecular hydrogen) infused ≤ 0.30 mg/L
- Ultrasonics 50Hz



NIRETA - " Nutrient enriched Alkaline Ionized "

By "proprietary blend" functionally optimized technology

Ingredient water

Packaged drinking water with added minerals as per IS 14543:2016

Additional water property enhancement process includes

Two stage Ultraviolet light flash, Temperature controlled process

Neodymium Magnetism, Double vortex chamber flow

Copper swirl, Borosilicate Coil condensation

Hydrodynamic cavitation, Surface tension alteration

Atomization, Electromagnetism

Alkaline electrolysed flow-through filter with reactive earth metals

Electrolyzed molecular hydrogen continuous flow-type generator

Infused vibrational frequencies

Molecular hydrogen bubbling

Infrared light coherence influence

Terahertz scalar wave resonance

Inclusion complexed water soluble B-complex vitamins such as

B3,B5,B6,B12 , vitamin C along with zinc gluconate

Electrolytes fortification – K, Mg, Na & Cl

using improved techniques carried out on these ingredients

to delineate their role to allow their incorporation as nutritional

supplementation for management & prevention of human diseases

easy solution for people who are not compliant with

dietary supplement recommendations

<https://prashbeverages.com>



Honest representation of our product "NIRETA"

We Believe

It is everyone's responsibility to preserve and enhance life.

Personal wellness is essential to a full and happy life.

The way we promote health and wellness is by creating state-of-the-art water purification processed product for everyday use as a healthy hydrating product on the move.

Clean water is an valuable resource that can provide health, vitality and wellness to all those who can obtain it.

In being 100% open and honest about the actual capacity of our processed base water is by scheduled C.I.P, inhouse testing and outsourced NABL approved laboratory testing of various parameters, to certify our claims and proudly make the tests on our base water products available for reviews.

In passionately serving our customer needs by planned supply chain management with grievance redressal.

Our products helps promote personal wellness.

This product is not intended to "diagnose, treat, cure, or prevent any disease"

Please call / email us with any questions or concerns about our product related to our independent test results or anything concerning the quality, consumption pattern, order management, delivery schedules, representation, referral program and other related information.

<https://prashbeverages.com>



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"Nireta" acts like an antioxidant, protecting your cells from free radicals with increased bio availability by inclusion complexed nutrients for active effect.

"Nireta" with reduced orp is potentially one of the most powerful antidotes to today's destructive and damaging environment.

"Nireta" a powerful way to upgrade body's energy production delivers electrons to generate more energy.

"Nireta" activation filter system has high levels of contaminant removal and transforms the filtered water into alkaline, with antioxidant properties and good structure, all of which are critically important for optimal absorption and cell health.

"Nireta" is fit for consumption by all age groups as hypotonic water based non-carbonated beverage without sugars, caffeine minuscule carbohydrate for long hours of physical activity.

"Nireta" 1000ml is packaged in higher wall thickness food grade PET bottles equivalent to 2000ml volumetric capacity for better physio chemical properties retention.

"Nireta" is delivered to consumers as a unit pack of 12 bottles.

"Nireta" bottles contains product information adhering to Fssai labelling guidelines with transparency in ingredients.

"Nireta" USP- unique selling proposition, claim
Healthy hydration on the go.

"Nireta" Consumption recommendation

Adolescence phase, age 10+ to senior citizen age 90-

One litre per day in volume with a 200 to 250ml serving size.

Compatible as high quality blending water when served chill.



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Incorporated vitamins general capacity and parameter activity:

Vitamin B3, **Niacinamide**: assists in the energy production and tissue respiration, cholesterol level management, cellular signaling.

Vitamin B5, **Calcium D pantothenate**: involved in all central metabolic reactions in fatty acids synthesis, regulates acid-base balance, helps convert energy from consumed food faster, involved in the synthesis of cholesterol, amino acids and fatty acids.

Vitamin B6, **Pyridoxine HCL**: assists in metabolism of protein, carbohydrate and fat, is essential cofactor in many enzymatic activities including synthesis of amino acids and neurotransmitters, helps release sugar from carbohydrates stored in the body required for amino acid metabolism, supports prevent conditions of diabetic neuropathy, helps reduce the risk of diabetic retinopathy, lowers progression of diabetic nephropathy.

Vitamin B12, **Cyanocobalamin** with intrinsic factor: associated with the formation of blood cellular components, coenzyme in protein synthesis and fat and metabolism of carbohydrate.

Vitamin C, **L-ascorbic acid**: cofactor for the enzymes in collagen biosynthesis, helps protect cellular components from free radical damage, helps in reducing blood pressure, supports epithelial barrier function to protect the body against pathogens.

Alkaline diet & water with moderate level of TDS, high mineral content enhances hydration, helps improve acid-base balance, helps improve bone mineral density, muscle mass, effective excretion of toxins from the body, supports to protect pancreatic beta cells with its antioxidant effects.

ERW & hydrogen dissolved water: exerts superior reactive oxygen species scavenging activity in epithelial cells of connective tissues.

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SWOT Analysis

Strengths

- Currently no equivalent product available to compare.
- Continued R&D work.
- Zero preservatives, sugars with transparent color Hazen units.
- Loyal customer base handlers by partnered collaboration.
- Inclusion appealing to young entrepreneurs opportunity.
- Website available with support and grievance redressal.
- Operations tailor made & transparency in business process.
- Planned supply chain management with 7+ years experience in similar product packaging.
- 1000ml & 500ml volume size product packaging in PET bottle.
- 750ml volume size product packaging in glass bottle (soon).

Weaknesses

- Exists within saturated market of alkaline products dubious claims, unethical product process & handling practices.
- Product comparison without relevance.
- Shelf life limitations based on therapeutic properties.

Opportunities

- Increasing online presence and popularity boosts growth.
- Consumers purchase more upmarket goods motivated by fashion, trends in health & wellness.
- Niche product segment of conscious consumer, availability is curtailed in our process.

Threats

- Imitations and copy cat products (substitute).
- Economic downfall, decreasing disposable income, less sales.
- Increase in taxes meaning price increase, deter customers.



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Free radical suppression importance

The modern lifestyle associated with processed food, exposure to chemicals, food additives, environmental pollution and lack of exercise plays an important role in oxidative stress induction. It can contribute to the increasing burden of chronic diseases, as is suggested by several experimental and human studies. Many natural biological processes in our bodies, such as breathing, digesting food, metabolize alcohol and drugs and turning fats into energy produce harmful compounds called free radicals. Free radicals are usually destroyed by our body's natural antioxidant system. If this system cannot cope properly, free radicals can trigger a negative chain reaction in the body. Oxidative stress stimulates the immune response and causes allergic diseases such as asthma, allergic rhinitis, atopic dermatitis, food allergies. This means that the antioxidant protection system is outdated compared to that of healthy individuals. In cellular aging, mitochondria are affected by increased level of intracellular free radicals, which leads to function alteration and decreased cellular regenerative capacity, tissue biological decline tissue and reduction of the adaptive capacity to stress appear.

Recently, scientists have identified a new risk factor for ill health, lack of electrons in the environment and drinking water, consequently in the human body, which disturbs cellular metabolism and provokes the emergence of diseases. Enzymatic & non-enzymatic antioxidants are substances that suppress, prevent the formation of free radicals, seek and neutralize or repair the damage caused.

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PRASH BEVERAGES

Whether a person is looking to increase energy levels, lose weight, or just improve your overall health with refreshing alkaline ionized water based beverage infused molecular hydrogen with hypotonic electrolytes, inclusion complexed vitamins and fortified minerals is the perfect solution to quench thirst the healthy way.

Our authentic product "NIRETA" premium is presented after extensive R&D on nutrients enrichment, alkaline water quality & stylish packaging, the resultant product has features that will be fit for consumers of all ages and professions as it is very effective for antioxidant therapy and rejuvenation on the go in today's destructive and damaging environment.

The product is aimed to enhance manifold efficiency in health parameters of the consumer. Its benefits include antioxidant activity protecting your cells by neutralizing free radicals, delivers electrons to cells and helps them generate adequate energy, improves exercise and stress induced metabolic acidosis.

We suggest drinking 1-2 litre of nutrient enriched alkaline water based beverage/day. On a biological level, vitamins are absorbed 'in a matter of hours' and have 'immediate metabolic effects'. The exact time that water-soluble vitamins circulate in the body will depend on factors like age, nutrient status and diet. However, most are depleted within 1-2 days, which means replenishing them daily to ensure sufficient levels if critical for optimal health. No extra fillers, additives, straightforward informational packaging.



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COMPLETE

P.O.S (point of sale reference world wide)
Health & wellness segment

1. Sports & fitness segment
2. Geriatric & diabetes care segment
3. Horeca segment
4. Airlines & airports
5. Cruise ship & Ocean liners
6. Blending water segment



BLENDER'S NOTE



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connect

WITH US
FOR

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H₂ INFUSED BOTTLED
WATER BASED BEVERAGE
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