



CatIQ Beverages Corporation

A subsidiary of **Meekoo® Industries Limited** · Pune, Maharashtra, India

WELLNESS-FIRST

FSSAI LICENSED

SOFT DRINKS

HEALTH BEVERAGES

FLAVOURED MILK

ALCOHOLIC BEVERAGES

EXPORT READY

CORPORATE MISSION

"To craft beverages that nourish, delight and celebrate — from pure herbal wellness drinks to artisanal alcoholic specialties — always rooted in clean ingredients, honest formulations, and India's finest natural sources."

4

BUSINESS SEGMENTS

30+

EXPORT MARKETS

100%

CLEAN LABEL

0

ARTIFICIAL ADDITIVES

PARENT COMPANY

Meekoo Industries Limited

CIN: U10610PN2024PLC232774 · ISIN: INE1YQSO1016 · Pune, Maharashtra, India

Public Limited Company · FSSAI Certified · USDA Organic · ISO 22000 · IEC Registered · Non-GMO Verified

About CatIQ Beverages Corporation

CORPORATE OVERVIEW

CatIQ Beverages Corporation is the dedicated beverages arm of Meekoo Industries Limited, established to address the full spectrum of modern beverage needs — from everyday refreshment and wellness nutrition to premium processed dairy drinks and responsibly crafted alcoholic beverages.

Guided by a **wellness-first philosophy**, CatIQ applies the same commitment to clean ingredients and traceable sourcing that defines the Meekoo Group — across every product category it manufactures.

Whether it is a functional herbal cold drink, a protein-enriched flavoured milk, or a botanically infused craft spirit, every CatIQ formulation begins with one non-negotiable standard: **nothing hidden, nothing artificial.**

Business Segments



SEGMENT 01

Soft Cold Drinks



SEGMENT 02

Health & Wellness Drinks

Natural, low-sugar, and zero-additive soft drinks crafted with real fruit extracts, botanical infusions, and Indian herb profiles. Designed for everyday refreshment without compromise.

Fruit-Based Carbonates

Botanical Sodas

Herbal Coolers

Sharbat & Concentrates

Zero-Sugar Variants

Functional beverages formulated with clinically regarded herbs, adaptogens, and superfoods sourced through Meekoo's certified organic supply chain — targeting immunity, energy, digestion, and recovery.

Herbal Teas & Infusions

Adaptogen Drinks

Immunity Boosters

Detox Drinks

Sports & Energy

Ayurvedic Formulations



SEGMENT 03

Processed Flavoured Milk

Nutritious, shelf-stable and chilled flavoured milk beverages sourced from Meekoo's A2 and organic dairy supply chain via NextEra Dairy Corporation. Formulated with natural flavours — never artificial colours.

Chocolate Milk

Rose & Saffron Milk

Elaichi & Badam Milk

A2 Variants

Protein-Enriched

Institutional Pack



SEGMENT 04

Alcoholic Beverages & Craft Spirits

Premium alcoholic beverages and craft spirits formulated with a wellness-first ethos — botanical gins, herbal liqueurs, organic wines, and traditional Indian fermented beverages crafted with traceable, natural ingredients.

Botanical Craft Gin

Herbal Liqueurs

Organic Wines

Fruit Wines & Meads

Traditional Spirits

Low-ABV Wellness Drinks

The CatIQ Wellness-First Approach



Clean Label Formulations

No artificial colours, flavours, or preservatives across all categories



Traceable Ingredients

Every ingredient sourced through Meekoo's certified organic supply chain



Lab-Certified Quality

FSSAI and internal lab testing before every production batch is cleared



Sustainable Packaging

Eco-conscious packaging options for domestic retail and export markets

Core Values

SIX PRINCIPLES BEHIND EVERY CATIQ BEVERAGE



Nature Before Chemistry

Botanical, herbal, and organic ingredients are always the first choice — not the premium tier.



Honest Formulation

Every ingredient is declared, purposeful, and traceable. Nothing added to deceive or extend shelf life artificially.



Function Meets Flavour

Beverages must taste exceptional while delivering genuine nutritional or wellness benefit.



Craft Over Volume

Small-batch precision and recipe integrity are never sacrificed for scale or margin.



Global Compliance

All products formulated to meet FSSAI, FSANZ, EU, and US FDA labelling and safety standards.



Responsible Commerce

Alcoholic beverages marketed and distributed strictly within statutory compliance and age-verification frameworks.

Licensing & Regulatory Compliance

**FSSAI Licensed**
Food Safety & Standards Authority of India — mandatory for all beverage manufacturing

**Excise Licensed**
State excise licensing for manufacture, bottling, and distribution of alcoholic beverages

**IEC Registered**
Import Export Code under parent Meekoo Industries — cleared for international beverage trade

**Organic Certified**
Wellness and herbal lines produced using USDA Organic certified ingredient supply

**ISO 22000**
Food safety management system standard — applied to all manufacturing operations

**GST Compliant**
GST: 27AASCM3310N1Z2 · Registered under parent CIN: U10610PN2024PLC232774

Market Reach & Distribution

TARGET MARKETS & CHANNELS

 Retail Stores

 Modern Trade

 E-Commerce

 Hotels & Restaurants

 Export — EU & UK

 Export — Middle East

 Export — SE Asia

 Wellness & Nutraceuticals

 Institutional & B2B

 Specialty Liquor Retail

Corporate & Contact Details

CATIQ BEVERAGES CORPORATION

DIVISION OF

Meekoo Industries Limited

PARENT CIN

U10610PN2024PLC232774

PARENT ISIN

INE1YQS01016

GST

27AASCM3310N1Z2

IEC CODE

AASCM3310N

CONTACT & OPERATIONS

HEADQUARTERS

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SEGMENT HEAD

Ms. Marjaan Shah

ROLE

Head, Beverages & Dairy Division

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