

JUST
Thirsty



Diet
Conscious

Drained
by the
heat!

What do you SEEK
when you are....



Packing
Lunch



For your
dear ones



Party
Time



WATER

Excellent Choice but...
Tasteless, Boring & Plain

ELECTROLYTE DRINKS

Smart Choice but...
Synthetic, Risky, Addictive, Expensive



FRUIT JUICES

Good Choice but...
Time-taking, Heavy, Expensive



FRUIT DRINKS

Kids love them but...
Sugary, Processed & Un-Healthy



SHAKES , COCKTAILS, MOCKTAILS

Funky, Stylish but...
Sugary, Heavy, Special recipe



FIZZY DRINKS

Quick Fix & Stylish but...
Synthetic, Sugar-filled, Addictive





HOME OF BUSINESS SOLUTIONS

presents

A Natural Drink...



A Complete Solution...



A Healthy Perspective...





JUSCOCO Natural Coconut Water...

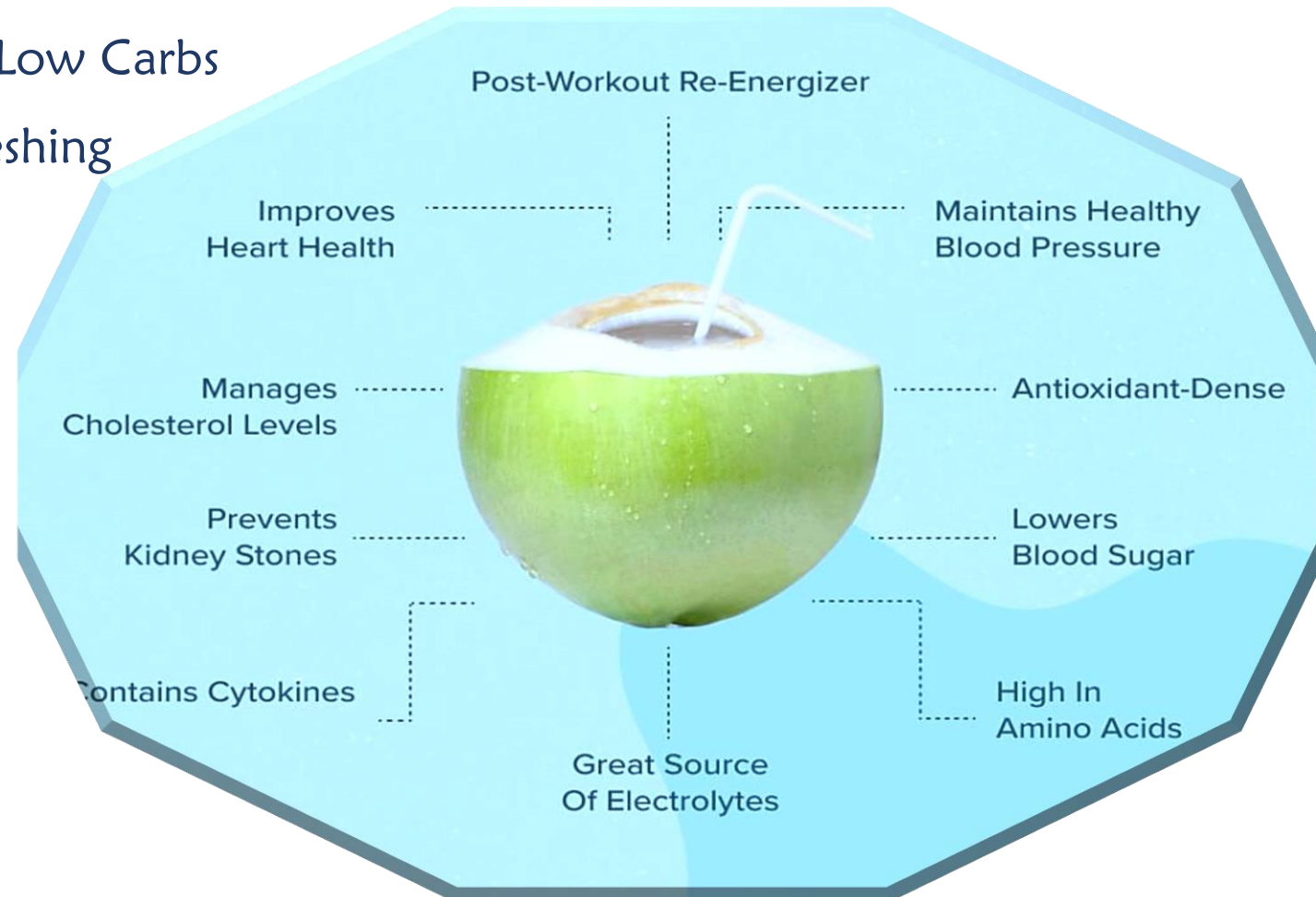
Packed with Goodness

- ✓ 100% Natural Coconut Water from 10-12 months old coconuts
- ✓ Slightly sweet with a Subtle Nutty flavor ... easily blends with other juices & drinks
- ✓ **Zero Fat, Zero Cholesterol, Low Calories, Low Carbs**
- ✓ Juice of a fruit... yet a drink. Light & Refreshing
- ✓ Contains essential minerals Naturally
 - ❖ Sodium Calcium & Phosphorus
 - ❖ Rich in Potassium
 - ❖ High in Magnesium
- ✓ Health Benefits...

❑ Product of India

❑ Storage < 30° C

❑ 12 Months Shelf Life



Market Overview

GCC Market Size of Coconut Water estimated @ US\$ 257 Million in 2022
GCC Market Size of Coconut Water forecasted @ US\$ 440 Million by 2028
CAGR of 8.1% during 2023-28

- Predominantly brands from South Asia
 - *No Brands from India
- Popular Packs - 330 ml & 1 Ltr Packs
 - *No 200 ml pack option
- Tetra Pak & Pet Bottles
- Only Organic & Non-Organic Coconut Water
 - *No fruit flavoured Coconut Water
- Dairy-free Soya, Walnut & Almond Milk
 - *No Dairy-Free Fruit & Coconut Milk Shakes



Vietnam



Philippines



Philippines



Indonesia



Thailand

Market Positioning

1 Litre Tetrapak



Regular Use
Family Pack
Blends

330 ml Prisma



Impulse Drink
Fitness Accessory
Travel Companion

200 ml Tetrapak



Thirst Quencher
Lunch Box Must-have
6 Pack for a week
(inbuilt 5+1 Free Offer)

Business Proposition...

Potential Segments

Retail Channels : Modern trade, Traditional Trade and Van segment

HoReCa : QSR, Dine-in, Hotels, Ship Chandlers, Petrol Stations

Activity Hubs : Sports & Fitness centers, Sports venues and stadiums

Lifestyle Spots : Entertainment Places, Cinemas and Malls

Well Being : Health Centers, Hospitals & Clinics

Trendy : Online platforms

Nature Provides & Nourishes We Pack & Deliver

Thank You



HOBS General Trading LLC
Office No: 908, Damac Business Tower
Marasi Drive, Business Bay, Dubai, UAE



mail@hobsmea.com



+971 4 5896964