

TOGETHER, LET'S SCRIPT A NEW SUCCESS STORY...

Your business acumen, when combined with our business legacy, can pave new pathways of success in the years to come. This collaboration is a long-term investment that you would make in your brand, and hence differentiate you as an entrepreneur from a mere investor.

Your passion for growth and excellence is precisely what will take you places in the long-run. What's more, we are your partners in progress, hand-holding and guiding you at every step, apart from offering training on making mocktails and achieving consistency in taste and service.

Time to join hands and build a new future together!



Sosyo Hajoori Beverages Pvt Ltd

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IT TOOK US 9 DECADES TO BUILD OUR BRAND LEGACY.
NOW WE INVITE YOU TO INHERIT IT.

WITH



SOSYO HAJOORI BEVERAGES PVT LTD

9 DECADES OLD LEGACY OF TASTE

HAJOORI'S

RANGE OF PRODUCTS

The journey of Sosyo dates back to India's pre-independence era. Mr. Abbas Rahim Hajoori, a youngster of Surat, had ventured into bottling a British beverage brand. The Indian independence movement was in full swing and the resolve of consuming Indian goods was at its peak. In such scenario, this youngster decided to launch India's first homegrown carbonated cold drink in 1923.

In 1957, this cold drink was renamed 'Socio', to entrench itself as a social drink from Sosyo Hajoori Beverages Pvt. Ltd. The brand name stems from the Latin word, 'Socious'. With passage of time, it was noticed that people called it 'Sosyo' instead of 'Socio'.

Sosyo eventually became a unique brand as India's first cold drink, befittingly positioned as, 'Apna Desh Apna Drink'.

The product went on to become a smashing hit across Surat, with its popularity spreading far and wide, beyond the Diamond City.

With passage of time, Sosyo Hajoori Beverages Pvt. Ltd. launched over 100 flavours and earned the distinction of being ranked as one of top 1000 brands in India.

The Company has multiple franchises and handles over the entire spectrum of distributors across India. Warm patronage and consistent quality have always been the bedrock of the Sosyo Hajoori Beverages Pvt. Ltd. success story; securing their position as forerunners of India's Cold Drink Market and being reckoned as a leading brand in the Indian market.

At Sosyo Hajoori Beverages Pvt. Ltd., the focus has always been on growing in the market rather than emulating the competitors' strategies. The Company has 16 manufacturing units and 21 Franchisees across India and exports to countries like UAE, Zambia, Switzerland, USA, UK, New Zealand, South Africa, Canada, Australia, to name a few.



Sosyo is the oldest and only Indian fizzy drink. For decades, it has retained its unique taste and ruled the heart of millions all over the world. Sosyo is a cider-based fruit flavoured drink made from apples and grapes that packs quite a punch when had absolutely chilled.



Kashmira Jeera masala soda is popular amongst people as a "digestive drink" – great after a good meal. Kashmira has traditional Indian flavour with a combination of many spices.



A unique blend of Ginger, Lemon and Tonic which works as medication.



Lemee Lemon and Lemee Orange have a tangy flavour, which is cool and soothing.



A soda with extra sparkle, bubbles, power and extra strong refreshing feel that makes every moment a celebration.



Open Your Senses and explore a whole new vibrant and refreshing world. Available in 8 exciting flavours like Cola, Ginger, Ginger Ale, Raspberry, Pineapple, Tonic Water, Ice Cream drink and Nimbu.



Premium energy drink to keep you pumped up, always.



Packaged drinking water that keeps you fresh and rejuvenated throughout the day.

THE SOSYO CULT



THE SOSYO CULT KIOSK

A cult isn't just about following, but a loyalty so deep and a commitment so strong that the 'cult followers' stand by their choice, come rain, come sunshine. A word generally associated with religious following, cult found its pride of place amid the rock music fans and eventually in the movies. In similar vein, a cold drink with a following of its own, Sosyo has been synonymous with the word cult, which means something that is immensely popular among particular section of people.

Taking a cue from 'cult', we at Sosyo Hajoori Beverages Pvt., Ltd. came up with the concept of the Sosyo Cult which is a specialty beverage retail outlet, where we bring our products closer to our customers in the form of PET bottles, mocktails and so on. The Sosyo Cult is an umbrella under which our customers can enjoy wide range of flavours which will boost their senses.

Our Culture

We have a deeper understanding of our customers' preferences and we go the extra mile to delight them.

Our Vision

To multiply Mocktail Outlet Chains across India and develop the culture of savouring products of Hajoori & Sons at a common platform of 'The Sosyo Cult'.

Our Mission

To create unique flavours that appeal to varied taste buds and build a brand where mocktails become synonymous with The Sosyo Cult.

Set a Trend

We aspire to become trendsetters nurturing mocktail culture in India.

USP

The unique flavour of Sosyo and the wide range of Hajoori Products are our key hallmark, which no other cold drink manufacturing company has yet been able to simulate.



Kiosk means a small open-fronted hut located near significant foot traffic in shopping mall or market from which refreshments are sold. We would showcase our wide range of flavours that includes Sosyo, Kashmiri, Lemee, Ginlim, Opener, Runner, Hajoori's soda and S'eau in different packing and different flavours. Furthermore, we are all set to launch over 100 flavours at The Sosyo Cult.

Your investment

Location to be selected:

- A place like petrol pump, mall, multiplex, etc. which has higher visibility and greater footfall

Funds to be invested:

- The approximate cost is ₹ 6 lakhs, including Kiosk setup, Visi Cooler, Chest Cooler, Kitchen Appliances, Mocktail Kit, and overall Branding.

Infrastructure offered by us:

- Kiosk made of ACP with Vinyl Branding

Kitchen Appliances offered by us:

- Sandwich Maker
- French Fries Fryer
- Induction Plate
- Mocktail Kit
- Products worth ₹ 30,000/- free





SUCCESS STORIES

As the saying goes, 'The proof of the pudding lies in the eating', here's how The Sosyo Cult is on its way to achieve new milestones:

THE SOSYO CULT LOUNGE

An offshoot of this innovative concept, The Sosyo Cult Lounge is a whole new world of flavours that suit varied palettes across different regions. The first franchise of The Sosyo Cult was launched on 8th October, 2017 at Citylight, Surat. The Sosyo Cult Lounge offers over 100 mocktails and a delectable range of snacks to complement.

Your investment

Location to be selected:

- A place like petrol pump, mall, multiplex, etc. which has higher visibility and greater footfall.

Funds to be invested:

- The approximate cost is ₹ 12 lakhs, including Interior, Infrastructure, Fountain Machine, Visi Cooler, Chest Cooler, Kitchen Appliances, Mocktail Kit, and Branding.

Infrastructure offered by us:

- Table • Chair • Wallpaper
- Carpet • Ceiling

Kitchen Appliances offered by us:

- Sandwich Maker
- French Fries Fryer
- Induction Plate
- Mocktail Kit
- Visi Cooler
- Chest Cooler
- Products worth ₹ 30,000/- free



Kiosk (Rahul Raj Mall) 30th October, 2016



Daman (Sheetal Petroleum) 10th March, 2017



IOCL Tie Up 2nd May, 2017



Sosyo Cult Lounge (Citylight) 8th October, 2017



Swati Petrol Pump 23rd January, 2018 - Kiosk



Sosyo Cult (Sanghwara) 15th December, 2017

