

A Case Study on the Beverage Industry, India

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Abstract: *This case study provides an in-depth analysis of the beverage industry in India, exploring its current state, challenges, opportunities, and future prospects. It examines the market dynamics, key players, regulatory environment, consumer preferences, and industry trends. The study aims to gain insights into the factors driving the growth of the beverage industry in India and the strategies adopted by companies to succeed in this competitive market.*

Keywords: Beverage, Consumer Behavior, Coca Cola