

◆ PREMIUM CANNED WATER

NEW RELIGION

Believe in water.

Four waters, one conviction. Spring, Sparkling, Electrolyte and Alkaline pH 9.0+ — 250 ml aluminium, built for the table.

BRAND DECK • 2026

newreligion.co.in



◆ THE BELIEF

Water is the one thing everyone at the table drinks.

Every other drink divides the room. Some people drink, some don't, some stopped. Water is the only glass that is always poured — and almost always an afterthought.

NEW RELIGION treats it as the opposite. If water is the one universal, it deserves the best-looking object on the table.

Universal

Ordered by everyone, all night, without negotiation.

Repeat

The highest-frequency serve in any venue.

Unclaimed

No premium canned water owns the Indian table yet.

◆ WHY NOW

The table changed. The water didn't.

01

Drinking less, ordering better

Sober-curious and low-alcohol occasions are now normal in Indian metros. The non-alcoholic slot is no longer an apology — it is a choice guests make in front of other people.

02

Plastic reads cheap

A one-litre plastic bottle on a set table undoes the room. Glass solves the look but not the weight, the breakage, or the chilling time.

03

Aluminium is the upgrade

It chills faster, blocks light completely, stacks without risk, and recycles endlessly. It is the only format that improves the product and the picture at once.

04

Premium water is a signal

What a venue pours says what a venue thinks of you. Water is the cheapest place to make an expensive impression.

◆ THE BRAND

A name you have to look twice at.

NEW RELIGION is a deliberate provocation on a category that has never provoked anything. It borrows the language of devotion — conviction, ritual, the table as an altar — and points all of it at the least sacred thing in the room.

The joke earns the attention. The object keeps it.

◆ Reverent, not religious

Devotional in tone, never in doctrine. Nobody's faith is the punchline.

◆ Beautiful before clever

The can has to be worth keeping even if you never get the name.

◆ Made for the table

Designed to be seen at arm's length, in low light, next to good glassware.

Four things we actually believe.

- i* Water should be pure, and taste of nothing but itself.
- ii* A can is honest — cold, dark, and endlessly returned.
- iii* The table is sacred, and what you pour on it says who you are.
- iv* Thirst is universal, so a share of what we make goes back to those without.

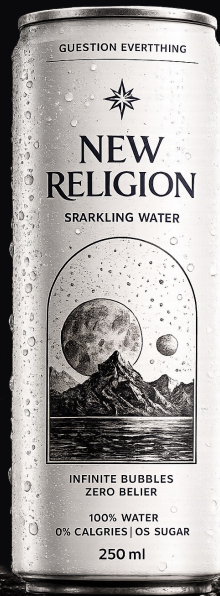
◆ THE FOUR SACRAMENTS

Four ways to believe.



Spring

SOURCE OF LIFE



Sparkling

QUESTION EVERYTHING



Electrolyte

REPLENISH. REFRESH. REBEL.



Alkaline pH 9.0+

ELEVATE YOUR BALANCE

All 250 ml · aluminium · 0% sugar · 0% calories



◆ SOURCE OF LIFE

Spring

SPRING WATER

Naturally pure, from ancient springs.

The house pour. Deep forest green and gold, with an engraved sunrise over water — the calmest can in the set and the one that does the most work.

CHARACTER

Clean, soft, neutral

CLAIM

100% water · 0% everything else

SERVES

All-day pour, table water, room service

250 ml

◆ QUESTION EVERYTHING

Sparkling

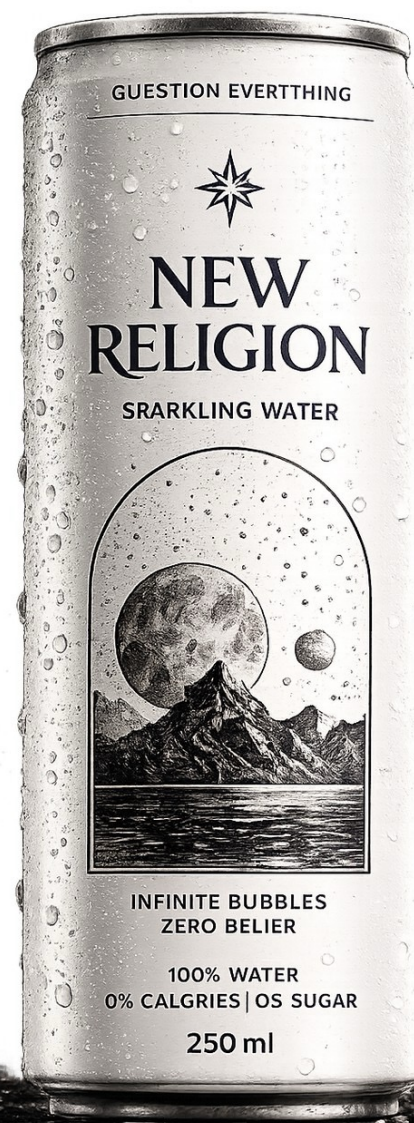
SPARKLING WATER

Infinite bubbles. Zero belief.

The contrarian. Bone white against a black-and-white lunar engraving — the only light can in the range, and the one that photographs hardest.

CHARACTER	Crisp, fine bead, dry finish
CLAIM	100% water · 0% calories · 0% sugar
SERVES	Aperitivo, mocktails, wine service

250 ml





◆ REPLENISH. REFRESH. REBEL.

Electrolyte

ELECTROLYTE WATER

Essential minerals, ultimate hydration.

The workhorse with the best artwork. A silver figure rising out of the splash on royal blue — the most arresting can in the lineup and the natural hero for campaigns.

CHARACTER

Mineral-forward, restorative

CLAIM

Sodium • Potassium • Magnesium

SERVES

Late night, gyms, hotels, recovery

250 ml

◆ ELEVATE YOUR BALANCE

Alkaline pH 9.0+

ALKALINE WATER

Smooth. Clean. Powerful.

The top of the range. Matte black with a gold sacred-geometry engraving and a silver crescent — the can that justifies the price of the whole set.

CHARACTER	Smooth, rounded, low bitterness
CLAIM	Alkaline pH 9.0+ · 0% sugar · 0% calories
SERVES	Fine dining, premium retail, gifting

250 ml



◆ THE FORMAT

Why 250 ml, and why a can.

◆ A considered pour

Enough to fill a glass properly, small enough that nobody abandons it half-finished. Waste disappears and re-orders go up.

◆ Cold, fast

Aluminium chills in a fraction of the time of glass — a real operational gain behind a busy bar.

◆ Light-proof

A can blocks light completely, so the water tastes on the last case exactly as it did on the first.

◆ Stacks and travels

No breakage, less weight, more units per shelf and per trip. Every part of the chain gets cheaper.

◆ Endlessly recyclable

Aluminium returns to the loop without losing quality — the honest premium format.

◆ A better picture

It photographs. On a table, in a hand, on a feed — the can is the marketing.

◆ THE WORLD

One system, four states of grace.

Every can runs the same architecture: a motto at the crown, a compass star, the wordmark in high-contrast serif, then an engraved arch window holding a single celestial scene. Only the colour and the scene change.

It reads as a set from across a room and as a collection on a shelf.

PALETTE

Forest, bone, royal blue, matte black — each carried by gold or silver.

TYPE

A single high-contrast serif wordmark; spaced sans for every label and claim.

ENGRAVING

Line-art landscape and sacred geometry — sunrise, moon, figure, crescent.

RULE

Devotional language, never devotional imagery from a real faith.

◆ WHERE IT LIVES

Hospitality first. Everything else follows.

Bars & restaurants

The proving ground. If it looks right next to good glassware, it works everywhere else.

PRIORITY

Hotels & clubs

Rooms, minibars, banquets and pool service — high volume, high visibility.

PRIORITY

Premium retail

Gourmet grocers and delis, once the brand has been seen in venues first.

PHASE 2

Quick commerce

Ten-minute delivery for the at-home occasion the venues create.

PHASE 2

Events & partnerships

Launches, fashion, art and food festivals — where the can does the talking.

ONGOING

Gifting & corporate

The alkaline SKU as a considered, alcohol-free premium gift.

ONGOING

◆ THE ROUTE

Delhi NCR first. Seven cities inside a year.

One city, done properly, before the second one opens. Delhi NCR proves the serve, the pricing and the re-order rate — then the same playbook travels.

Q1

Delhi NCR

Launch market. Hotels, bars and clubs first, with founder-led accounts.

Q2

Mumbai · Bengaluru

The two biggest premium hospitality markets, opened on Delhi's proof.

Q3

Pune · Hyderabad

Fast-growing dining scenes, serviced off the Mumbai and Bengaluru base.

Q4

Goa · Kolkata

Season-led Goa and home-market Kolkata complete the seven.

7 cities · 12 months · one format

◆ THE TITHE

10%

of profits, given back

Water, given back.

Clean water should not be a privilege. For every NEW RELIGION poured at a table that can choose, a tenth of our profit goes toward safe drinking water for communities across India that cannot — wells, filtration, and whatever it takes to get there.

The water in your hand helps carry water to someone who has none. It is written into how the company is run, not into a campaign.

A tithe, in the oldest sense of the word.

◆ THE TEAM

Distribution people, building a design brand.



Sheel

FOUNDER & CREATIVE
DIRECTOR

Built Apple's master distribution across the Middle East and Gulf. Has run consumer, industrial and tech ventures across New York, Dubai and India.



Vikas Bhatia

HEAD OF SALES

Seventeen years at Red Bull India. Knows the HoReCa route to market in this country better than almost anyone available to a young brand.



Gurpreet Singh

ADVISOR — BEVERAGE &
FORMULATION

Co-founder of World of Brands. Advises on formulation, co-packing and getting a beverage from spec to shelf.



Himanshu Gulati

ADVISOR — INTERNATIONAL
BUSINESS

Opens the export path: Gulf and Southeast Asia routes, importers and licensing.

◆ THE INVITATION

Pour something worth looking at.

◆ Venues & hospitality

Put NEW RELIGION on the table. Launch pricing and full service support for the first Delhi NCR accounts.

◆ Retail & distribution

City and channel partners for the seven-market rollout, starting with premium grocery and quick commerce.

◆ Press & collaborators

Photographers, bartenders, chefs and writers we can build the first year of the brand world with.

NEW RELIGION · Believe in water.

newreligion.co.in — join the congregation for launch pricing.

