

SIX6R Enters Indian Beverage Market with Clean-Label Sparkling Water

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Founded by hospitality entrepreneur Karan Nohria and global marketing leader Rashmi Oberoi, SIX6R is a sparkling water brand built around great taste, simple ingredients and a genuinely clean label



SIX6R, a new clean-label sparkling water brand, has launched in India at Rs79 a can, bringing together bold flavours, distinctive packaging and a simple ingredient philosophy designed for a generation looking for better beverage choices without compromising on taste or personality. Available in Classic, Lemon and Peach, SIX6R is made with carbonated water and fruit flavour, with no added sugar, no sweeteners and no preservatives. At a time when consumers are increasingly scrutinising what goes into their beverages, SIX6R aims to offer a straightforward alternative: a refreshing drink without the sugar, sweeteners or unnecessary ingredients that often accompany mainstream beverages.

The launch comes at a moment when colas and other unhealthy-label beverages are facing growing scrutiny, and many brands market themselves as “sugar-free” while relying on a long list of other sweeteners. SIX6R takes a different approach: a genuinely clean label, with nothing in the can but carbonated water and natural fruit flavour. Priced at Rs79, SIX6R is positioned as a premium-looking yet accessible option, combining clean-label credentials with a distinctly youthful visual identity.

The brand has also built momentum even before its official launch. SIX6R made its pre-launch debut at the St.Xavier’s Malhar Festival, where its activation became an instant hit with young consumers. The brand has since built a 20,000-strong social community, with its content and distinctive tone of voice resonating strongly with audiences drawn to its unapologetic, energetic and quintessentially Indian personality.

SIX6R is built around a simple belief: the beverage aisle needs a new habit. In a category dominated by sugary drinks and products that can carry confusing health cues, the brand is taking a more direct approach by putting its ingredients front and centre and giving consumers a refreshingly simple drink.

“SIX6R was created because we saw a very real gap in the beverage aisle. If you are trying to stay away from sugar, it can be surprisingly difficult to find a genuinely clean drink that tastes great and still feels exciting. We wanted to change that.

SIX6R is made with carbonated water and fruit flavour, with no added sugar, sweeteners, or preservatives, making it diabetic friendly. We created it with the intention that even people who need to be mindful of their sugar intake can enjoy a drink without the usual sugar spike and crash associated with many beverages. For us, this is not about making another beverage; it is about creating a better everyday drinking habit,” said Karan Nohria, Co-Founder, SIX6R.