Varun Beverages to buy 50% stake in Sri Lankaâ??s Everest Industrial for $3.75 Mn

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Varun Beverages Limited (VBL), a leading bottling partner of PepsiCo, has announced the acquisition of a 50 per cent equity stake in Everest Industrial Lanka (EIL) for Rs 32.08 crore ($3.75 million). The investment aligns with VBLâ??s strategy to enhance backward integration by sourcing visi-coolers and accessories internally.

EIL, headquartered in Sri Lanka, specializes in the production, manufacturing, and distribution of commercial visi-coolers. The acquisition, approved by the Investment and Borrowing Committee of VBLâ??s Board of Directors, has also received clearance from Sri Lankaâ??s Board of Investment. The deal, structured as a cash transaction, is expected to close on or before May 30, 2025.

In FY 2024, Everest Industrial Lanka reported operational revenue of $1.74 mn, a slight decrease from $1.86 mn the previous year.

This acquisition is part of VBLâ??s broader expansion strategy. The company has recently extended its distribution of PepsiCo snack products to Zimbabwe and Zambia, while also boosting domestic operations with new manufacturing plants in Kangra and Prayagraj, and upcoming units in Bihar and Meghalaya.

VBL is also deepening its backward integration efforts, with new facilities operational in Prayagraj and the Democratic Republic of Congo (DRC).

The company reported strong Q1 2025 results, with consolidated sales volumes up 30.1 per cent year-on-year to 312.4 mn cases. Revenue rose 28.9 per cent to Rs 5,566.9 cr ($650.4 mn), and EBITDA increased 27.8 per cent to Rs 1,263.9 cr ($147.7 mn), driven by a 15.5 per cent growth in organic volume in India.