



You Like It... It Likes You!

7UP is for those who appreciate simplicity. The bubbly, refreshing, cool appeal of 7UP suggests an easy, relaxing and rejuvenating attitude! Always the latest in pop culture, 7UP has remained a classic with its consistently mouth watering and infectiously bubbly tastes!

There's so much clutter that can complicate life! Simplify your life, amplify what makes you happy!

A Refreshing Opportunity

7UP has a lot to offer the growing Indian market with its refreshed and simplified packaging, presence, outdoor advertising and its individual visual identity. The brand is still recognizable as a lovable classic, but with a modern, youthful twist!

7UP captures the teen and young adult category of the market with its bright, high energy look and feel. 7UP portrays high potential to explore multiple categories with a promising future in the Indian market.

Licensing Extensions Available

Apparel, Accessories, Handbags, Footwear, Swimwear, Collectibles, & Many More!

Be a Part of the 7UP Team!



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