

MOUNT EVEREST MINERAL WATER LIMITED

A **TATA** Enterprise

Annual Report 2011-2012

When a drop gathers momentum,
nothing can stop its course.



THE YEAR THAT WAS

Mount Everest Mineral Water
A **TATA** Enterprise
Annual Report 2011-2012



From finding its way down the Himalayas to finding its way to fine dining menus.

Last year, Himalayan graced more tables of discerning fine dining restaurants than ever before.

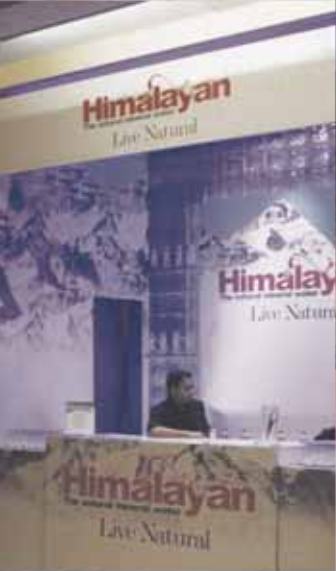
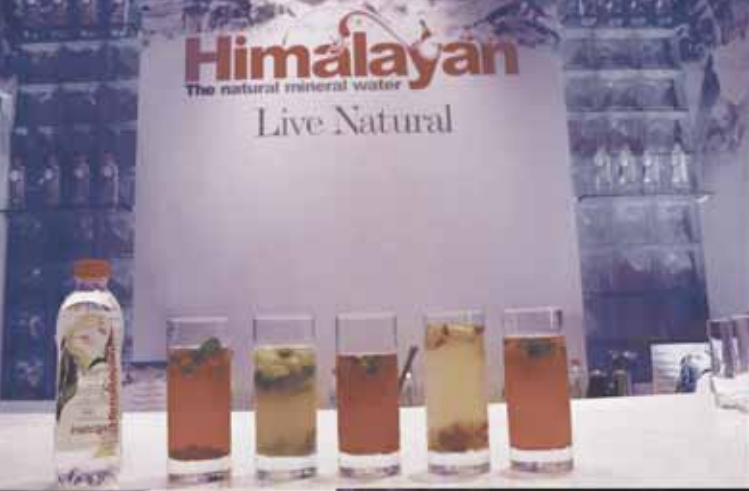


A TATA Product

I am so pure I make a worldly worn-out cliché like "pure" seem new again. So pristine, I could have only survived twelve hundred meters above the rest of the world. So removed, the only things I've been in contact with before you are sun, wind, earth and snow. I am one of the purest things you've laid your hands on. I hope you're thirsty.

Live Natural

Himalayan
The natural mineral water





From a natural aquifer to a nature-inspired fashion collection.

Last year, our natural mineral water inspired the nature-obsessed designer Wendell Rodricks to create the 'Himalayan Live Natural' collection.







From living within nature to inspiring others to live natural.

Last year, Himalayan gave more and more people the opportunity to experience the goodness of nature.

The Himalayan Ideal

To enable people around the world to experience the goodness of nature. Providing a lifestyle choice to 'Live Natural' with water that is crafted by nature itself.

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Twenty first annual report 2011-2012

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