

New Neera brand launched

OUR BUREAU

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Palakkad Coconut Producer Company Ltd (PCPCL), an initiative of coconut farmers in the State, has launched Neera under the brand name PamDew in its kiosk set up at Vyttila Mobility Hub.

Neera is the non-fermented sap extracted from inflorescence of coconut palms and is a non alcoholic beverage, high in nutritional value and an instant thirst quencher. The price has been fixed at

₹25 per glass for 200 ml.

This is the first government-approved sales of Neera in an organised manner and the company has plans to open around 20 coconut kiosks in various parts of the State in the next six months for the sale and distribution of Neera and tender coconut water, company officials said.

PCPCL is an initiative of coconut farmers in Palakkad formed in June last year. Besides Neera,