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Announcing the Winners of the Battle of Minds 2024, BAT Indonesia Supports Young Innovators to Compete on the Global Stage

Jakarta, 4 November 2024 – After several stages of selection and judging, BAT Indonesia has officially announced the winners of the Battle of Minds 2024, a globally recognized annual business competition initiated by the BAT Group. This year, the grand prize was claimed by Team “Reviva,” who introduced an innovative jelly drink product made from tepache. The team, consisting of Annisa Belvanugraha and Daffa Zidan, not only won IDR 40 million in prize money but also earned the honor of representing Indonesia in the Asia-Pacific regional competition.

Team “Reviva” triumphed over 70 other young innovator groups with their flagship product, Reviva Tepache Jelly Drink. This fermented beverage, crafted primarily from pineapple peels, boasts high nutritional value and comes in various variants that support consumers in improving sleep quality, boosting energy, and maintaining an ideal weight—perfectly aligning with this year’s theme, “Wellbeing & Stimulation.” The second-place honor went to Team “Rolic” from Makassar for their essential oil product, while the third place was secured by Team “Elevate” with their jelly stick innovation.

This year’s Battle of Minds competition carried the overarching theme of “Wellbeing & Stimulation.” Participants were challenged to present their best ideas under two categories: Product Revolution and Artificial Intelligence (AI). In the Product Revolution category, participants developed innovative product concepts aimed at enhancing everyday quality of life (wellbeing). Meanwhile, in the AI category, contestants created technologies designed to assist companies in analyzing consumer preferences for certain products.

At the Asia-Pacific level, Team “Reviva” will compete against representatives from countries such as Vietnam, Malaysia, Papua New Guinea, and Fiji. The Asia-Pacific winners will advance to the global stage, where they will vie for a £50,000 (approximately IDR 1 billion) capital funding prize.

William Lumentut, President Director of BAT Indonesia, stated:

“We extend our congratulations to the winners of the Battle of Minds 2024. This year’s theme, Wellbeing & Stimulation, inspired a variety of innovative and creative ideas from participants. I am impressed with how participants addressed industry challenges by creating products that meet consumer needs, promote sustainability, and contribute to positive change. We hope this competition serves as a platform for Indonesia’s younger generation to become agents of change, contributing tangible innovations to industry development, community empowerment, and environmental conservation.”

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For further information, please contact:

Aan Prastya | Sr. Manager Media & External Relations

Email : aan_prastya@bat.com

Mobile : +62 821 5316 1919

Syevira Sal Syabilla | Asst. Manager Media & External Relations

Email : syevira_syabilla@bat.com

Mobile : +62 857 9521 3424

