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## Indonesian Student Representatives Win Global Competition with Health Beverage Innovation

Jakarta, 11 February 2025 – Indonesia has once again achieved global recognition at the annual Battle of Minds, a prestigious international business competition organized by BAT Group. Team Re-Viva, comprised of three students from various universities in Indonesia—Daffa Muhammad Zidan, Annisa Saptayulia Belvanugraha, and Ailsa Numa Adi Lukita—emerged as the global winner in the Battle of Minds 2024 grand final, held in January 2025.

Team Re-Viva introduced Pachello, an innovative probiotic gel beverage made from recycled pineapple peels, offering health benefits through active ingredients. Inspired by traditional Mexican gel drinks, Pachello is available in four distinct flavors, each designed to address specific health concerns, such as gut health improvement, enhanced sleep quality, skin health maintenance, and boosting physical performance before exercise.

In the global grand final, Re-Viva competed against representatives from six other countries, including Saudi Arabia, Kenya, Bangladesh, Hungary, Italy, and Japan. After an intense pitching session and Q&A before a panel of judges from BTomorrow Ventures, Re-Viva was crowned Global Champion of Battle of Minds 2024 and awarded an investment fund of GBP 50,000 (approximately IDR 1 billion) to further develop their product.

The success of Re-Viva is also a source of great pride for BAT Indonesia, which provided mentorship and coaching sessions with senior management throughout the competition.

**William Lumentut, President Director of BAT Indonesia, stated:**

“The victory of Team Re-Viva is a tremendous source of pride for us. This marks Indonesia’s second win as global champion, following the first-place victory in 2021 and a third-place finish in 2023. It further proves that Indonesia’s human resources are highly competitive on a global scale. I hope that Battle of Minds will continue to serve as a platform and inspiration for young innovators to create meaningful impacts for society and industry development.”

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