

THE RISE AND RISE OF I BRANDS

I Brands Beverages Ltd., also known as International Brands is a manufacturer and distributor of alcoholic beverages. With an extraordinary brand portfolio of international repute, the company is seeing a phenomenal response to its products in the market, over a relatively short period of time. It has been awarded the Best Startup Company at the Spiritz 2014 Awards earlier this year!

I Brands Beverages has in its portfolio, an all encompassing range of spirits enviable by any new player in the global arena. Headed up by the ambitious and dynamic Chairman and M.D, Lisa Srao, the company has successfully launched four brands in the Indian market thus far: a luxury whisky brand - Three Royals, a premium whisky brand - Granton, which has recently been awarded for its packaging at the INDSpirit 2014 Awards, Jamaican flavored dark rum - Rum 99 as well as a rare French brandy - Granton XO Brandy and distributes across eight states in India through over 4000 points of sale across the country. Over the course of the next two years, a deluxe segment whisky and an imported wine collection will also form a part of the company's diversified portfolio, not to mention an increased geographic presence.

I Brands Beverages is known for its dynamic, young and entrepreneurial character with the single-minded purpose of providing consumers with the utmost experience of international standard quality. Close attention to detail has been paid towards developing the finest of blends presented in the best possible forms of packaging, from exquisite award winning canisters to beautifully embossed bottles and other features designed to ensure that all I Brands products stand out in every segment that they are positioned in.

Known for her sharp business acumen and out of the box approach, Chairman & M.D., Lisa Srao has been pivotal in steering the company towards sustainability and a sharp growth curve in an industry known for new entrants shutting shop within six months of business operation. Propagating a culture that is steeped in delivering higher than customer expectations with a great focus on the people involved in achieving it, has been Lisa's mantra and she believes that to be the best in the industry, you must value your team and innovate, innovate, innovate.

"It is my mission to far exceed the expectations of the end consumer. I want to make products of international standard quality in terms of blend, design, and look and feel and make it affordable to our consumers. It is what sets us apart", explains Lisa.



All the blending and packaging of the products has been done keeping the Asian tastes and palates in mind. I Brands understand that consumers of different regions and economic categories prefer different tastes. Being a young, dynamic and innovative company, I Brands also has the advantage of being able to adapt to consumer feedback and further develop its brands. For example for Granton Whisky, after hearing customer feedback, the company changed the packaging from a mono carton to the award winning canister in a short while and also changed the blend so that it adapted to the target audience.

It has been an exciting time for I Brands having expanded into paramilitary orders as well as looking to open further states such as Delhi, Andhra Pradesh, Telangana, West Bengal, Mizoram, Nagaland and Andaman & Nicobar Islands.

"Now that we have set a solid base foundation for I Brands and have an award winning portfolio, we are driving the business forward ambitiously. We are looking currently at strategic partnerships and larger distributors to consolidate our business driving our sales upwards. Now more than ever is the right time for us to gain further distribution as we now possess a grand portfolio of products and our company is winning Best Startup in an overcrowded liquor industry", says Lisa. She further added, "We are avidly looking forward to international partners to drive our export business and are currently in the final stages of discussion in exporting to Russia and Uganda".

Lisa envisions making I Brands Beverages, one of the top five liquor companies in India, in the coming years because of their young and innovative team. I Brands is driven by customer satisfaction and have placed immense concentration creating brands that can be placed in any International arena.

