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I Brands Beverages to enter 3 countries by next fiscal

The company has presence in states such as Punjab, Haryana, Assam, Arunachal Pradesh, Puducherry and Andhra Pradesh.

Tags: I Brand Beverages, Liquor, Tax, ASEAN Market, Food Company

February 29, 2016 | comments (0) | ★★★★★

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Bangalore-based liquor firm I Brands Beverages is planning global foray by next year.

The company is planning to foray into Vietnam, Laos and Thailand in the next fiscal year as part of its market expansion strategy.

I Brand is also focusing on India expansion and is looking to enter three new states to expand its domestic footprint to 14 states.

"We are planning to enter into three new countries -- Vietnam, Laos and Thailand during the next fiscal," shared, Lisa Srao, MD & Chairman, I Brands Beverages.

The company has presence in states such as Punjab, Haryana, Assam, Arunachal Pradesh, Puducherry and Andhra Pradesh.

Recently the company, which sells liquor brands, including Three Royals Whisky, Granton Whisky, Rum 99 and Granton XO Brandy, had entered Cambodia.

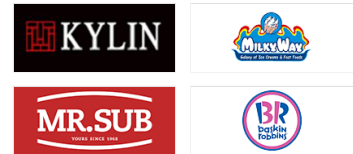
"The ASEAN market is the current focus for the company for the overseas expansion," added Srao.

The group is also looking at strategic alliances for growing their distribution networks.

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