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# I Brands Beverages launches products in Cambodia, Vietnam, Laos and Thailand

By *Richa Maheshwari*, ET Bureau | Jan 20, 2016, 07:31 PM IST

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BENGALURU: I Brands Beverages, a liquor startup which sells brown spirits, is entering the global market with its launch in Cambodia, Vietnam, Laos and Thailand.

"This month we are launching in Cambodia and Vietnam with our whisky and rum," said Lisa Srao, founder of I Brands Beverages, which caters to the mass-market premium segment. In the next two months, the Bangalore-based company will be launching its products in Laos and Thailand.

The four-year old company has four products under its portfolio - Three Royals Whisky, Granton Whisky, Rum 99 and Granton XO Brandy. Recently, the company re-launched two of its products - Three Royals Whisky and Granton Whisky.

According to experts, the Indian liquor industry is estimated at nearly \$35 billion, growing at around CAGR 7 per cent per annum.



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