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I Brands Beverages to foray into 3 countries in FY17

By PTI | Feb 28, 2016, 11.57 AM IST

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NEW DELHI: Bangalore-based spirits firm I Brands Beverages plans to enter Vietnam, Laos and Thailand in the next fiscal year as part of its market expansion strategy.

The company is also gearing up to enter three new states in India to expand its domestic footprint to 14 states. The company has presence in states such as Punjab, Haryana, Assam, Arunachal Pradesh, Puducherry and Andhra Pradesh.

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

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, she added.

Commenting on domestic expansion, Srao said: "We will enter three new states in India in the next fiscal. These will be Delhi, Telangana and Karnataka."

When asked if the company would go for acquisitions to grow, Srao said: "We are looking for strategic alliances for growing our distribution network".

I Brands Beverages currently makes over 1 lakh cases per year in its four brands.

"Right now we have four brands but we have a portfolio of brands that are ready to be launched," Srao said.

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