



Guatemalan Ambassador presenting the award to first runner-up: ABD for OC Blue and OC Black

Allied Blenders and Distillers: In the last couple of years, the semi-premium whisky segment has been one of the fastest-growing segments. Noticing this trend, ABD too embarked on premiumization of its portfolio. It came up with a new brand, Officer's Choice Blue whisky, to enable its Officer's Choice consumers to move to the semi-premium whisky segment and remain in the ABD fold.

Officer's Choice Blue whisky is an intricate blend of Scotch malts and select Indian grain spirits. It has achieved the never-before feat of crossing 3 million cases of sales in the second year of its national launch.

Buoyed by the success of Officer's Choice Blue, ABD came up with its new variant, Officer's Choice Black, in the semi-premium-plus whisky segment. ABD conducted research among the consumers of the semi-premium-plus whisky and identified the reasons of their dissonance with their current brand. Then it crafted the OC Black blend and packaging. The brand, centred on the platform of 'Life Redefined', addresses the whisky lovers in the 25-40 age group.

ABD has been chosen the first runner-up for the Brand Premiumization Award for producing premium whiskies — Officer's Choice Blue and Officer's Choice Black.



Guatemalan Ambassador presenting the award to second runner-up: I Brands Beverages for Three Royals and Granton whiskies

I Brands Beverages: The young MD of I Brands Beverages, Ms Lisa Srao, found from her company's market research that India's liquor market has an under-utilized mass market premium segment. Then she successfully guided her company in bringing two products for this segment. The two products are — Three Royals whisky and Granton whisky. These premium products of international quality give the consumer a good value for money. Three Royals is positioned in the Blenders Pride and Royal Challenge segment. At the minimum price point of Rs 480, it is giving tough competition to established products. Three Royals is available in three sizes and in a canister, which is a first in its segment.

Granton whisky also sports a premium look with a stunning Lion hologram that is embossed on the bottle. Granton is blended from the finest scotch, malts and select Indian grain spirits. Available in canister packaging, Granton is a fabulous product and far exceeds competition in its segment.

I Brands Beverages has been chosen the second runner-up for the Brand Premiumization Award for producing premium whisky products of international quality at a value-for-money price tag.

Best Startup Company Award



Deepak Roy presenting the award to the winner:
I Brands Beverages

I Brands Beverages: This is the only spirits company in India which has been founded and run by a woman, its young MD Lisa Srao. Born and brought up in the UK with Indian origins, Lisa moved to India after her marriage. Her father was in the trade of liquor distribution in the UK. In

India, she found that the market offered either high quality spirits products that were very expensive, or affordable products that were of below average quality.

Lisa wanted to build a liquor business to provide the Indian consumer with the luxury products at affordable prices. To pursue her dream, she established I Brands Beverages with her own limited investment. Now, in just 3 years, I Brands has launched four products — Three Royals, a luxury whisky; Granton, a premium mass market whisky; and Rum 99, a Jamaican flavoured dark rum. The company's fourth product, a French brandy called Granton Brandy, is due for launch.

I Brands products have been well accepted across the country. And, the company has doubled its turnover in just 3 years! I Brands has been bestowed the Best Startup Company Award for turning into reality a business idea with perseverance in a tough market.

Cheers Group: The Cheers Group is an internationally acclaimed innovative beverage-alcohol company. The man behind the Cheers Group is Dr. Mohan Krishna. He is a first generation executive-turned-entrepreneur. However, he has over 28 years experience in sales, marketing and business strategy which he gained while working for the UB Group, Shaw Wallace Group, and SAB-Miller.

The core of the Cheers Group's success lies in its balanced portfolio spread across wine, spirits and Ready-to-Drink (RTD) brands for all segments of the markets. It has its own state-of-the-art beverage alcohol manufacturing facility with an ISO 9001-2008 certified unit at Goa.

Among many firsts by Cheers was the innovative launch of a canister packaging of 180 ml for Royal Barrel premium whisky. Cheers has also launched RTD in 330 ml cans for the first time in India and tasted success. The Group's product Royal Legend Reserve whisky has won a Silver Medal in the USA for "Packaging Excellence".



Deepak Roy presenting the award to first-runner up:
Cheers Group

The Cheers Group has been chosen as the First Runner-up for the Best Startup Company Award for providing innovative and exciting beverage products of premium quality as a value-for-money proposition.

Myra Vineyards: Investment banker-turned-entrepreneur, Ajay Shetty, set up Myra Vineyards with the objective of "making wine more acceptable among the masses." Myra Vineyards is an asset-light, capital-light business model. Shetty didn't go the capital-intensive way by avoiding

expenditure on setting up vineyards and winery. His business strategy is to focus on building the brand first before backward integrating into grape farms.

Myra is positioned as a mid-to-premium segment brand, with two whites and three reds in its product portfolio. The