

# I BRANDS BEVERAGES LTD. HAS ARRIVED

## THE SPIRITED SPIRITS COMPANY

I Brands Beverages Ltd. is a young entrepreneurial company, new on the horizon with a strong emphasis on the quality of products, utmost focus on the consumer and a strong belief in cutting edge innovation.

Being a small entity affords the company the unique advantage of being nifty with the ability to take risks a comparatively bigger corporation may shy away from. Unlike larger companies that work singularly at driving the bottom-line, our focus is single-mindedly on delivering an unforgettable experience to our consumers, with every product, every time.

The company spearheads into the alcobeverage industry with Ms. Lisa Srao, Managing Director and Chairman, at the helm of affairs. An alumnus of Aston University, she has an impeccable career history in Media and Marketing in the United Kingdom; her professional repertoire includes extensive experience in strategic and business planning, product launches, brand development and promotion.

With the unflinching vision to put brands that gratify the senses on store shelves, the company's mission is to create fantastic products in the market; ground breaking and cutting edge products that inspire and enthuse our customers.

The result of this approach, backed by the support of partners and distributors, has been a niche and robust portfolio of brands that are driving us not just through sustained profitability, but into becoming a world-class company as well.



Understandably upbeat about the company's future prospects, Ms. Srao opines "As a young entrepreneurial company, I Brands Beverages Ltd can afford to be different, to be innovative. What sets us apart from the rest is that we are focused on quality and strive to make products that far exceed our customers' expectations." Ms. Srao further states, "We have placed our brands primarily in the premium segment as we realized that this was one segment that had not been explored to its fullest and we saw this as a huge opportunity for us."

## AN ENTREPRENEURIAL SPIRIT

A venture by Mr. A. Srao, an industry veteran with over 30 years in the alcobeverage space, I Brands Beverages benefits from his rich experience that spans retail and distribution (including creating and launching the immensely successful Double Dutch beer – a brand that has attracted something of a cult brand following in the UK over the last decade).

Today Mr. Srao continues to guide the company's management team and serves as a consultant on the board.

## FROM THE START TO NOW

One of the early challenges the company faced in its Indian foray with UK brands was understanding the habits and tastes of the Indian subcontinent. Studies indicated that no two states were the same, making for an immensely daunting task of understanding what would work.

Over the next 4 years the company undertook a research and development exercise to demystify the nuances of consumption of the Indian consumer.

Kicking off with extensive product tasting sessions and feasibility studies (with particular emphasis on product, placement, pricing and promotion) the exercise progressed into a highly concerted grass-root level approach.

## QUALITY CONTROLS US

Quality is not a criterion at I Brands Beverages. It is the norm. Whether it is sourcing the best Indian grain spirits, malts and scotch that money can buy, or employing the most revered of master blenders to ensure perfect consistency, or appointing one of India's top glass manufacturers – HNG to craft our bottles, or partnering with the best manufacturers of anti-pilferage bottle closure systems - Guala Closures, we leave little to chance.

Constantly abreast with the trending consumer habits and new breakthroughs in packaging design, our team in the United Kingdom and India ensure our packaging delights our consumers as much as our blends do.

With inputs from design consultants from Spain, Italy and the United Kingdom, we have always walked the cutting edge of design and utility. The proof of which are the patents we hold to some of our designs.

## SO MUCH ACHIEVED, SUCH LITTLE TIME

Registered in just 2008 and with sales operational as recently as August 2010, I Brand Beverages' rise has been spirited, taking all of 22 months to graduate from a private limited company to an unlisted public limited company.

With our portfolio of brands, pan-India and UK reach, we are consistently aiming for strategic alliances, investors and partners to enable us to meet our growing orders and to aid us in expanding the business.

## PEOPLE ARE OUR ASSETS

I Brand Beverages has worked hard at creating a support structure that most new entrants would find intimidating when making an entry in the alcobeverage space in the subcontinent. In a short span of less than 5 years, we have created a network of our own sales team, distributors and established cordial working relationships with many state governments.

The result is that the company currently operates in 6 states in India, Uttarakhand, Haryana, Punjab, Chandigarh, Goa and Pondicherry, with another 2 ready for launch, Andhra Pradesh and Himachal Pradesh, in addition to having a presence in the UK, Europe, Middle East and Asia.

## SHELF SERVICE

Our portfolio of alcohol brands has an all-encompassing range of spirits, beer and wine. No mean feat for a relatively new entrant.

Our brands include Three Royals Whisky, Granton Whisky, Double Dutch Beer, Rum99, Nicholas Brandy and Casa de Marcus wine. Additionally, we also have strategic tie-ups with fantastic international brands that we will soon launch in India.



Our other products include a brandy, vodka and a wine collection that are in various stages of product development.

## A COMPANY ON A HIGH.

At I Brand Beverages we value team spirit. The onus to cultivate an innovative, entrepreneurial spirit lies on every individual in the company. A culture of fostering ideas, vision and thoughts is ever prevalent in the company.

We instill a strong sense of responsibility in our employees towards their actions and follow a good code of practice in their daily work. Committed to sustaining excellence, respect and integrity in all aspects of our operations and our professional and business conduct, we strive to reflect the highest ethical standards in our relationships with all stakeholders – whether employees, partners, distributors or shareholders.

We believe that a company can be truly successful only if it is dedicated and driven to giving back to its people in collaboration with progressing ahead. To this end we strongly champion the cause of drinking responsibly.

## ON THE WHOLE

The market has never been better and a company as dedicated and committed to succeed as I Brands, we are sure to achieve great milestones. Ms. Srao concludes, "I Brands' plans for the future are looking forward to expanding our Indian presence, growing exports to include more neighboring Asian markets and to steadily create new successful brands. We are hopeful that our products will define and dictate the course of the alcobeverage industry in India, and over time, abroad as well. We are very confident that our faith in our products and the unwavering patronage of our customers will take us to new and greater heights as a company."



Mr. Varinder Singh, Director, Business Development, feels "It is a very exciting time for us at I Brands as we are perched for success in a very lucrative industry. Our strategy has been to enter the market slowly and steadily, state by state and we are happy to note that we have been unanimously accepted by the trade in each of the states that we are in. Our products stand apart from all the rest and we have built a robust and effective sales force that brilliantly understands the consumer and market needs. We have paved our way slowly but surely in 6 states with another 2 in the pipeline which is very impressive for any new player in the market who has been around for only a few years. This makes us very confident of breakthrough success in this industry. Our brands are working and are being accepted which is a remarkable achievement for us. We are giving our customers great products as well as great value for their money."

